

# Digital Signage & Digital Media Solutions

for Stadiums & Large Venues



## A Complete Digital Signage Solution from X-Factor Communications.

For over 7 years X-Factor has been providing unique Digital Signage and Digital Media Communications solutions to its customers.

These fully integrated applications and services allow our customers to quickly and easily deploy, manage, operate and monetize their digital signage and digital media programs.

Visit us online at [www.xfactorcom.com](http://www.xfactorcom.com) or call us at 201.518.1925 for more information.

**X-Factor Communications provides easy to use turnkey digital signage and digital media solutions to Stadium and Large Venue customers allowing them to inform, entertain and interact with their patrons, guests and attendees in a compelling manner. Our infrastructure, content management and advertising solutions, allows users to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks and seamlessly tie-in web and mobile marketing.**

Stadiums host various types of events on a daily, weekly or monthly basis. Visual images displayed throughout the stadium need to change at a moments notice. Digital signage enables stadium owners to quickly create and update graphics, text and even video to be displayed throughout the stadium and drastically reduce or eliminate the need for printed banners or signs.

The stadium can also generate additional revenue by selling advertising to national and local advertisers using our integrated advertising sales and campaign fulfillment solutions. For example, a sporting goods company may want to advertise to the attendees of a specific sporting event. With our third party system integration capabilities, any user or external system can trigger a specific ad or piece of content when an event occurs e.g. a home run is hit, a goal or touchdown is made. An interactive call to action can be added integrating mobile and web marketing campaigns into the digital signage and in-box TV services.

### Sample Stadium Uses:

- ✓ Wayfinding
- ✓ Upcoming Events
- ✓ Offers and Promotions
- ✓ Concession Menu Boards
- ✓ Hotel Cross Promotion
- ✓ Team Promotions
- ✓ Emergency Messaging

### X-Factor Product Portfolio

#### dscp:// - digital signage control portal

Our innovative anchor product. dscp:// is a digital signage software application that allows users to deploy and manage robust digital signage services quickly and easily.

#### dscp://storefront & DMAX

A fully integrated and branded e-commerce portal that supports advertising sales and advertising campaign order fulfillment.

#### dmcp:// - digital media control portal

A media portal application for web and mobile devices supporting live, on-demand and programmed channel media distribution. Includes full web functionality, ad support and social network, twitter and blog sharing capabilities for distribution.

#### Webcasting

A globally available, live and on-demand multimedia distribution service that delivers rich media content.

#### Media Service Bureau & Creative Services

XFC provides a full suite of professional grade digital media services including: digital media application development, live event production, content creation and management.



X-Factor provides an end-to-end Digital Signage solution that allows our customers to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks in Stadiums and large venues.



**FEATURE HIGHLIGHTS**

**Content Creation:** Easily create content messages on your digital signage screens. You can even incorporate our real-time RSS feeds that provide local news and weather on your displays.

**Scheduling:** Schedule playlists to display at a certain time and date. Schedule recurring events locally, regionally or nationally.

**Content Distribution:** Users can easily add video files, flash animation, graphics and text to a template to display over their digital signage network for fast playback and distribution.

**Emergency Messaging:** Safety is very important and you can now alert your patrons, guests or employees immediately of any type of incident or crisis with the "Emergency Messaging" feature.

**Offer Review:** View pending offers and bids, approve or reject any offer or buy request...it's all under your control.

**Inventory Posting:** Post your available inventory, audience attributes and set your price. Once a bid is accepted and the content is approved by you, ads automatically run on your digital signage network.

**Content Review:** Network providers can review all offers and can approve or reject any content submitted by the ad buyer.

**Payment:** Third party payment gateways including (Paypal) and credit validation platforms are seamlessly supported and integrated for quick transactions.

**Integrated Play:** Fully automated workflow integration between dscp:// software and dscp://Storefront. Accept an offer, the ad will play...collect the revenue.

**Interactivity:** Web and Mobile Integration into digital signage and private TV systems.

**SUPPORT SERVICES**

**Creative Services:** X-Factor's Creative Services team knows that digital media and signage content needs to be eye-catching, timely and dynamic. Our designers work one-on-one with each of our clients to understand how their business operates and the messages they need to communicate. Information is translated into impressive, eye catching, cost-effective advertisements or corporate media messages which may include interactive flash presentations, advertisements, video production and animated graphical slides.

**Digital Media Service Bureau:** X-Factor provides a full suite of professional grade digital media services, complimenting our Digital Signage and Digital Media offering. Our Digital Media Service Bureau services include digital media application development, video encoding content hosting and management, transcription services, signal acquisition, video conferencing, video streaming, uplink/downlink and media production services.