



dscp://
your digital signage control portal



A Complete Digital Signage Solution from X-Factor Communications.

For over 7 years X-Factor Communications has been providing unique Digital Signage and Web-casting Solutions to its customers.

X-Factor is pleased to present the **dscp://** line of Digital Signage products which include the Digital Signage Control Portal "dscp://" and the Storefront Advertising Portal "dscp://Storefront".

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

Visit us online at www.xfactorcom.com or call us at 201.518.1925 for more information.

Now more than ever, digital signage is being used as a vital marketing and communications solution for a wide range of venues. X-Factor Communications services this rapidly growing market by providing its turn-key software solution the Digital Signage Control Portal, dscp://.

A Powerful Digital Signage Ecosystem

As our flagship software application, Digital Signage Control Portal (dscp://), enables you to quickly and easily deploy and scale your digital signage network. dscp:// allows your non-technical personnel to effectively update, manage and deploy content over your digital signage network. The application's content management, workflow and syndication features provide multiple levels of control and a rich toolset to maximize efficiency when updating and displaying content over your digital signage network.

Serving all types of Businesses

X-Factor's dscp:// software application services all types of venues, including: Financial Institutions, Campuses, Corporate Headquarters, Schools, Convention Centers, Hospitals, Shopping malls, Airports, Concert Venues, Hotels and Stadiums.

Two Great Flavors to Choose From

X-Factor's Digital Signage Control Portal Software (dscp://) is available as either a License or Software as a Service (SaaS) version to provide a quick and cost effective solution to getting started in Digital Signage with the scalability and reliability that our customers demand.

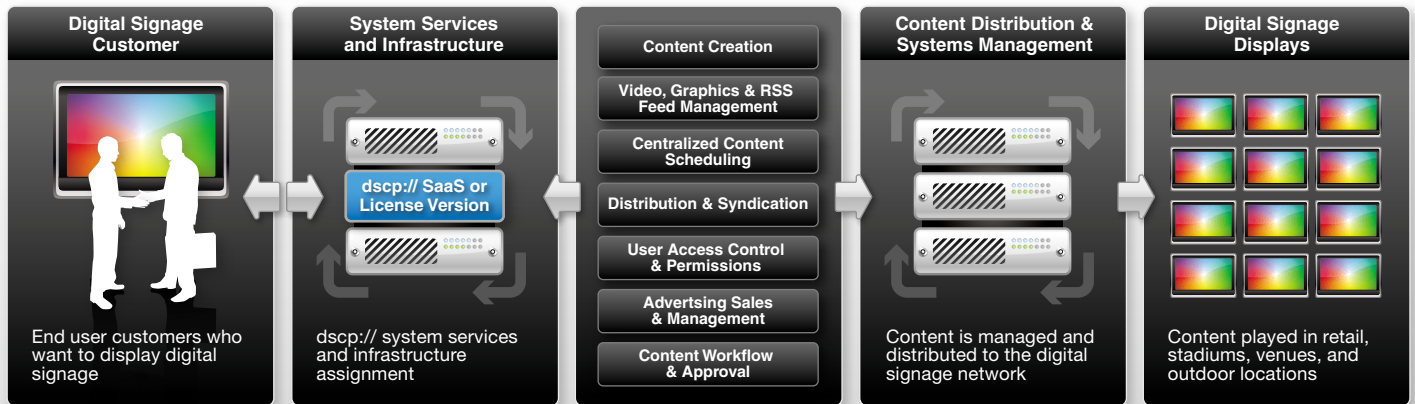
Whether you choose to license and host dscp:// yourself or leverage the efficiencies of X-Factor's dscp:// SaaS offering, customers can reduce capital infrastructure outlays and personnel costs while deploying high quality, professional grade digital signage content over their network.

Unparalleled Dynamic Communication

With X-Factor's dscp:// software you can dynamically communicate your messages to employees, guests or patrons within your organization and also display promotions or advertisements to the public. Increase your communication, marketing and income producing capabilities by transforming any physical space into a more compelling and exciting environment with X-Factor's Digital Signage Control Portal (dscp://) software today.

With dscp://, you get the power and versatility to simply create, manage and deploy your digital signage network and manage your content

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Deploy and manage all aspects of your digital signage network, including; devices, content creation, management, scheduling and distribution.

Feature Set

Network Management: Easily design and deploy digital signage Networks using our simple installation, configuration and testing tools.

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

Content Management: Having an organized and effective workflow process is key to having your digital signage network operate efficiently. The built-in Review feature allows you to manage, approve and monitor the content creation and distribution process before it is broadcast.

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.

Content Syndication: Provides multiple levels of content distribution (e.g. Local, Regional or National) combined into one network for your displays.

Scheduling: Schedule playlists to display at a certain time and date and also schedule reoccurring events locally, regionally or nationally.

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.

Multi Player Support: dscp:// can support one or several types of players at a time within your digital signage network.

Complementary Services

dscp://Storefront is your organization's own branded e-commerce portal or storefront that gives you the ability easily monetize your unused display inventory through advertising sales on your Digital Signage Network. dscp://Storefront is fully integrated with the dscp:// software application. These two fully integrated applications along with X-Factor's Creative Services and Digital Media Service Bureau allow our customers to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks.

Webcasting: A globally available, live and on-demand multimedia distribution service that delivers rich media content cost-effectively, supporting corporate communications, marketing, e-commerce and information distribution. Through our multi-channel distribution capability live and recorded webcasts can be displayed on Digital Signage systems, web site or mobile device. Our Q&A and polling features

creates an interactive communications platform to reach your audience in a variety of settings globally.

Creative Services: X-Factor's Creative Services team knows that Digital 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. We then translate that information into impressive, eye catching, cost-effective advertisements or corporate media messages which may include interactive flash presentations, advertisements, corporate video production and animated graphical slides for our Digital Signage and Webcasting customers.

Digital Media Service Bureau: X-Factor provides a full suite of professional grade digital media services, complimenting our Digital Signage and Webcasting services. Our digital media 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.

Get Started Now. Call 201.518.1925 or visit us at www.xfactorcom.com to find out more.