

Create, Manage and Publish Emergency Notifications and Informational Content to Any Device for Internal and External Audiences

Digital Signage in Higher Education

X-Factor Communications recognizes that sharing campus news especially in emergency situations has never been more critical. With the rapid advancement of technology and the widespread use of social media, students, faculty and visitors are more responsive and engaged when notified immediately, dynamically and visually.

Although each college and university is unique, the need to improve the overall campus experience and safety through effective communication for students, faculty and visitors is not unique and the challenges are paramount:

Safety – The safety and security of students, staff, faculty, & visitors no matter where they are on campus is foremost.

Engagement – Administration is under pressure to provide a higher quality learning experience in today's "visual learning" environment.

Technology – The rapid pace of technology advancement is challenging for administration, students, staff, faculty, & visitors to "stay connected."

Bottom-line – Increased budget constraints demand that colleges and universities reduce costs, improve operational efficiency and do more with less.



X-Factor Communications

X-Factor Communications builds easy to use interactive digital media networks for our Higher Education customers, supporting informational content, emergency notification and advertising distribution and presentation to internal and external audiences. The company helps its customers enhance engagement through effective dissemination of media to any device, ensuring that students, faculty and visitors are fully up to date with the latest campus news, especially in emergency situations.

Easy to Use – Market Leading Functionality

The company's intuitive digital media software solutions are browser based for easy access and are user-friendly, so our customers can create and deliver content and messaging quickly and easily. The company's "any glass" publishing capabilities allow for "any content" to be delivered on "any device" including digital signs, interactive kiosks, desktops, tablets and mobile devices, "anywhere". The company's flexible and scalable solutions can be delivered either as a software-as-a-service ("SaaS") or under software license models.

The company's digital media software solutions are complementary to other in-place systems, including intranet sites and Microsoft SharePoint and can quickly automate PowerPoint documents into desktop signs and alerts.

Emergency Notifications - Any Content. Any Device. Anywhere.

X-Factor Communications' unique hierarchal content control feature provides name and permission based access control with segregated views of content ensuring the right content is distributed to the right audience in the right places at the right time. Emergency notifications can be easily integrated into your current Mass Notification System procedures. Users can summon and receive help in all levels of urgency – from low level to high and the signage platform can be configured to monitor any data source for specific conditions including weather or homeland security. Users can embed clickable links and objects within any message or alert soliciting feedback or linking to intranet content.

Uses for Improving Campus Communication

X-Factor Communications digital signage solutions can eliminate confusion by providing interactive wayfinding including dynamic mapping and navigation that can be sent to mobile phones or printed at the kiosks, guiding students and visitors around campus.

The company's digital media software solutions engage students, faculty and visitors in a high-tech, interactive format that they're increasingly accustomed to in their day-to-day activities. No matter what screen students are using, X-Factor Communications digital signage solutions users to create and distribute sporting event news, school schedules, and campus events as video, text or animated graphics.

Digital Signage Uses include:

Safety & Security

- Alert campus with safety and emergency notifications
- Link to current Mass Notification System procedures for complex security threats
- Alert campus of state code activations
- Publish weather advisory and other environmental emergencies

Engagement

- Direct faculty, students and visitors with wayfinding to navigate campus grounds
- Broadcast news headlines, sports and traffic reports
- Highlight school sporting events, programs and special promotions
- Display cafeteria and dining hall menus
- Reinforce wellness campaigns and seasonal health messages

Technology & Operational Efficiency

- Leverage social media and share "what's trending" with students, faculty & staff
- Post real-time system downtime notifications
- Reinforce faculty training, state and federal education reform initiatives

Sponsorship & Advertising

- Showcase advertisement from local vendors and sponsors
- Display advertisements for students to purchase merchandise and tickets online
- Recognize generosity of donors and encourage giving

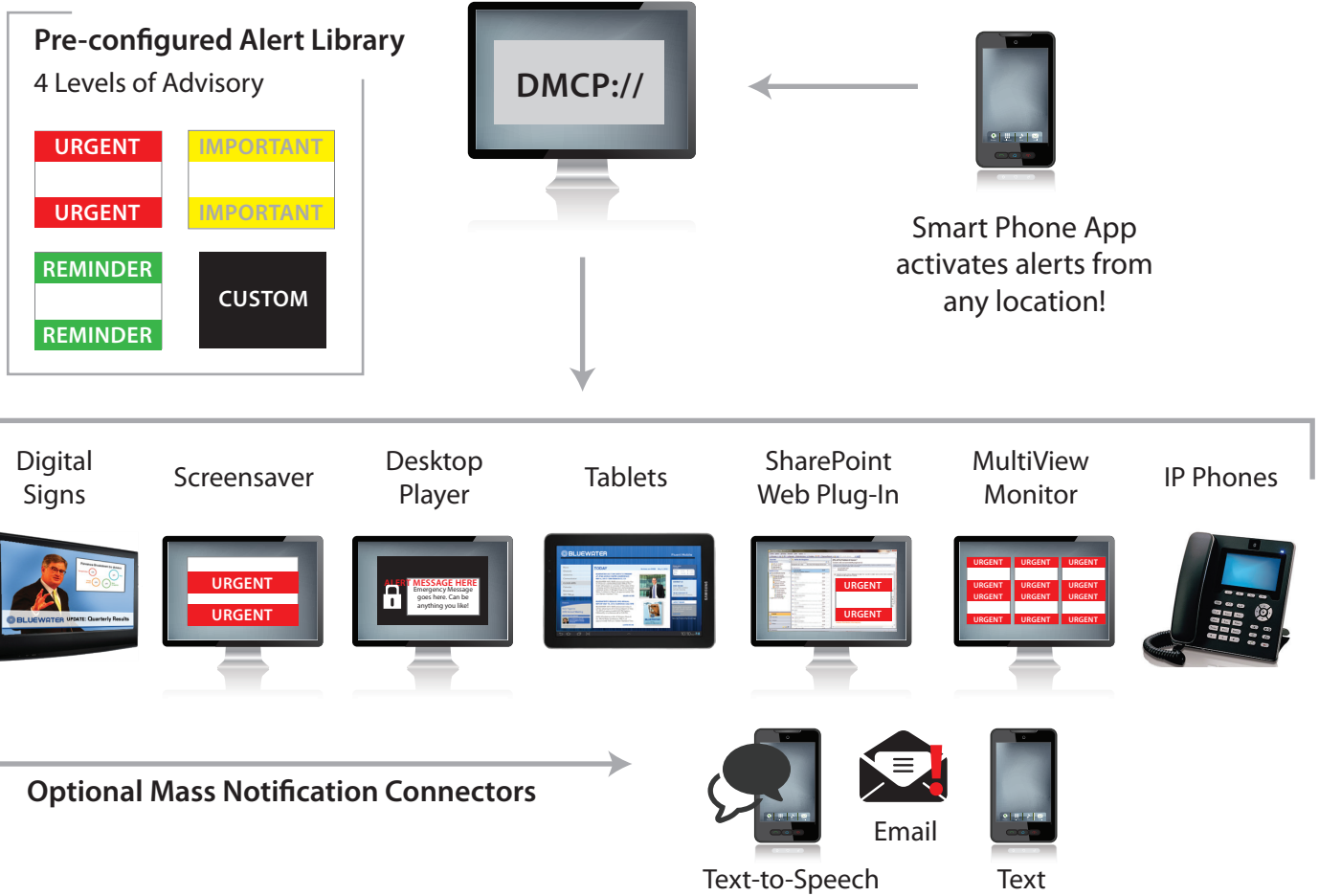
Digital signage can quickly and easily be disseminated in the following locations throughout the campus:

- Admissions office
- Building lobbies
- Outdoor campus locations
- Campus eateries
- Campus facility entrances
- Classrooms
- Conference centers
- Financial aid office
- Faculty lounge
- Gymnasiums
- Library
- Registrar's office
- Student health center
- Students unions
- Stadiums and arenas

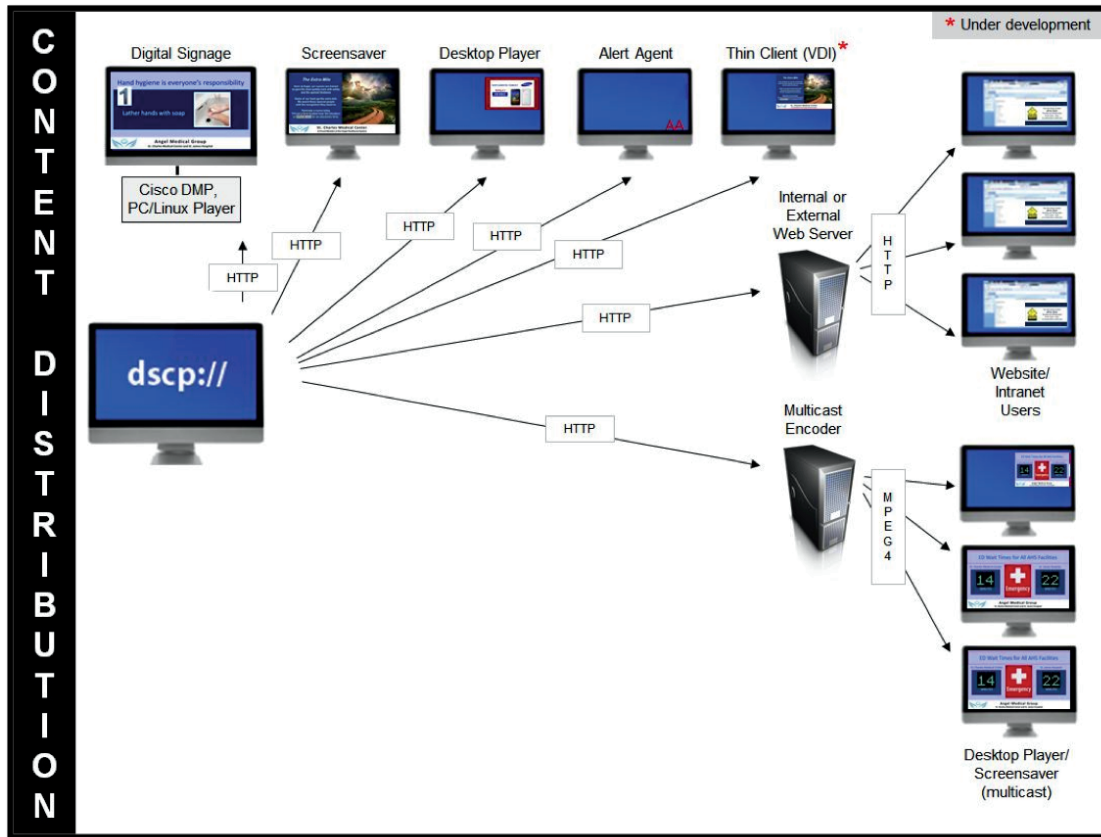
If you have questions about how X-Factor Communications digital signage solutions can fit your business needs or would like to set up a time to demo our digital signage software, please feel free to contact us for a live demo.

For more information call 1 (877) 741-3727 or email sales@xfactorcom.com. To learn more visit us at xfactorcom.com.

Publish Content, Advisories and Emergency Notifications to Any Device



Content Distribution Architecture



Alert Distribution Architecture

