

## Powerful Advertising and Marketing Solutions



### MACC: MARKETING AND ADVERTISING CONTROL CENTER

X-Factor is a leader in developing and supporting software-driven solutions for brands and their agencies, and digital signage network owners whose footprint can be monetized by providing “ad space” for internal and third-party advertisers. Our MACC solution brings together the X-Factor dmcp:// platform and specific products, making it possible to transform a digital signage network into a revenue stream (by selling “ad space” to third-party advertisers) or using your own “digital real estate” to creatively and effectively promote goods and services.

MACC enables brands and their agencies to deliver consistent, timely multimedia messaging that helps engage customers and staff, drive sales and build presence.

MACC makes it easier than ever to:

- Deliver targeted advertising
- Provide product information and spur cross-selling and up-selling
- Promote features and benefits
- Help ensure consistency of messaging in multiple languages and geographies
- Control costs via a Software-as-a-Service (SaaS) delivery model

MACC helps brands and agencies reach customers more effectively by distributing engaging photographic, written, animated, video and interactive content that can be customized in real time. Follow hot trends! Change messages based on the weather. Respond to “breaking news.” Develop localized ads with national brands in seconds.

It’s a high-impact delivery platform integrated into the way people shop, learn and play, presented at the most appropriate moments in the most interesting venues (retail shops, stadiums, public transportation hubs, on trains and buses, at medical centers, in malls, and much more).

Displays can deliver messaging customized in real-time by geography, time of day, specific location and more.

XFC’s MACC solutions take advantage of an SaaS delivery model through which you lease the applications and infrastructure that drive your content delivery. XFC’s digital media services bureau monitors, manages and provides technical support for the complete solution, and our creative team helps invent and produce high-impact design and user experiences.

#### CONSISTENCY – CONTROL – CONFIDENCE

XFC’s MACC solution provides:

- Access to our intuitive, powerful content creation and distribution portal
- Delivery of customizable content to end-points you choose
- Commercial-grade displays and media players through our partners
- Faster time to market compared to self-developed systems
- Detailed reporting options to support advertising models and more
- Upgrades as our R&D team works with customers to build new capabilities

MACC is built on the X Factor Communications proven Digital Media Network Platform, an advanced and intuitive content creation and management system that supports emergency messaging, conventional publishing as well as interactive applications.

**MACC** MARKETING & ADVERTISING CONTROL CENTER

**RETAIL OR VENUE ENVIRONMENT**



**dscp://**  
**Digital Screen Control Portal**

- CONTENT CREATION
- CONTENT MANAGEMENT
- NETWORK MANAGEMENT
- SCHEDULING & DISTRIBUTION

**Storefront & DMAX**  
**Advertising Services**

- BUYING PORTAL
- CAMPAIGN FULFILLMENT
- ANALYTICS & BILLING



**WEB**



**Web**

- INTERACTIVE / SOCIAL
- CROSS MARKETING
- ONLINE PROMOTIONS

**MOBILE**



**Mobile**

- INTERACTIVE / SOCIAL
- CROSS MARKETING
- IN-STORE PROMOTIONS

All Platform Services benefit from X-Factor Creative Services and Media Services Bureau eCommerce & Analytics



Create new revenue streams by offering advertising space on your Digital Interactive Media Network, creating an exciting experience for consumers and value for your partners.

# X-Factor's Powerful Platform: DMCP://



**NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.**

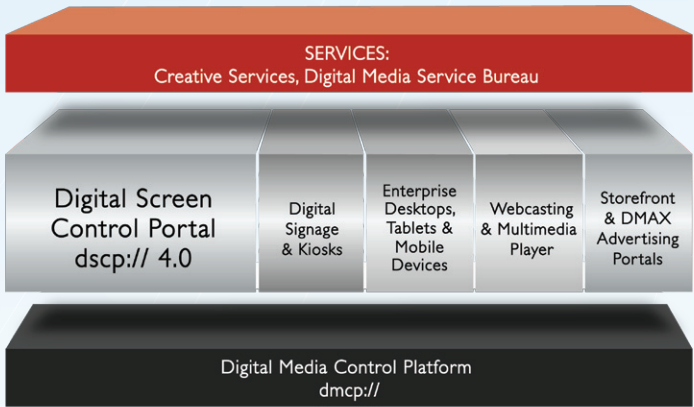
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

Because of the way our software solution has been engineered, advertising and applications can be tailored and distributed to an unlimited number of digital end points. Our cloud and premised-based solutions provide our customers with the platform to build and easily manage their own "Digital Interactive Media Networks."

X-Factor Communications flagship product is a turn-key digital media publishing platform – the Digital Screen Control Portal, dscp:// which enables the creation, management and distribution of digital content through a multimedia publishing system that includes ad network capabilities.

Our "any glass" publishing solution enables communicators to publish information, alerts and advertisements, digital signs, desktops, media walls, internal video channels (CCTV), kiosks, intranet sites including SharePoint, mobile devices, and more. This any glass capability with our unique hierarchal content control makes it easy to create targeted and compelling digital media experiences for audiences of all types. Whether it's communicating to employees, business partners or the public, the X-Factor digital media platform makes it possible effectively to "get the message out."

And because dscp:// includes "closed loop" interactive capabilities, data on user experiences and behavior is made available in real-time, enabling continual improvement of results – whether changing out the creative on an ad to take advantage of trending sales, or offering different incentives including mobile-synchronized promotions.



**PRODUCTS**

dscp:// DIGITAL SCREEN CONTROL PORTAL • ENTERPRISE DESKTOP • STOREFRONT & DMAX • MULTIMEDIA PLAYER • INTERACTIVE KIOSKS

**SERVICES**

CREATIVE • MEDIA SERVICE BUREAU • WEBCASTING

**ABOUT X-FACTOR COMMUNICATIONS**  
*X-Factor is a premium provider of interactive digital media network software and services. Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.*