



Treat guests to a more convenient and exciting experiences in stadiums, convention centers, malls, parks, airports, transportation hubs and more, subsidized by ad revenues.

**Whether people are gathering in malls, sporting arenas, concert halls, stadiums or community centers, X-Factor's digital interactive networks help show the way, promote events, offer deals, and promote national brands and local merchants.**

X-Factor's digital interactive networks for public venues are entertaining – and efficient. Working with our partners, we help engineer and implement digital displays including media walls, interactive kiosks, wayfinding with interactive maps, and more.

Stadiums, concert halls, sports arenas, community centers and other large venues attract massive crowds, and the ability to help manage that crowd (including with emergency alerts) as well as cater to that crowd (with dynamic advertising, games, contests and digital donation opportunities) creates a communications mix that makes sense to public venue operators – and helps them make money.

X-Factor's dmcp:// platform delivers multimedia content to signs and kiosks throughout large facilities, with the ultimate in control and management. Our array of templates makes it easy for communications managers to develop internal advertising – or to publish national brand advertising using the X-Factor Storefront Advertising portal, for targeted events, reaching very specific audiences who are in the venue because they are passionate about their favorite teams or performers.

Given the constant change of events within public venues, having the ability to rapidly change out the creative (compared to the challenge of having to print, mount, and then dismount traditional signs) means more excitement for visitors, more powerful internal advertising from the venue – future events, internal shops, concessions, and more – and high conversion advertising for third parties, whether national brands or local bars and restaurants.

**Because X-Factor supports interactive kiosks, with touch-screen capabilities, our platform also collects and reports on user interactions, trends and conversions with mobile synchronization (SMS, couponing) and more. The creative possibilities are limitless, and X-Factor's Digital Media Services Bureau and Creative Services teams can help customize and produce powerful programs from day one.**



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



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

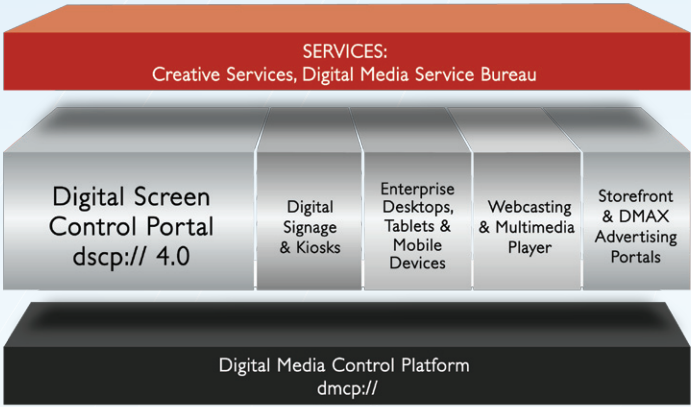
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

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.*