Help make travel an easier, more efficient and pleasant experience for consumers, while creating new revenue streams by offering advertisers unique ways to reach a captive audience.

X-Factor makes it easy to distribute dynamic, entertaining and convenient information to travelers in airports, train stations, metros, and more.

There are myriad applications in stations – and in the trains and buses themselves, including interactive kiosks (enabling people make reservations, check schedules, print tickets, and take advantage of special offers) – synchronized with mobile applications.

The digital interactive networks that transportation providers develop can be paid for through advertising revenues featuring national and local brands, localized down to specific train stations in cities and suburbs.

X-Factor's solution includes integration with existing applications (schedules and alerts) and includes emergency broadcasting capabilities helpful in the event of inclement weather, station closures, rerouting of trains or buses and more.

X-Factor's dmcp:// platform also allows for the easy integration of streaming television content that can be enjoyed using mobile phone synchronization (using existing smartphones and earpieces so as not to bother other commuters).

In addition, transportation facilities operators can generate new revenues by offering advertising space inside heavily trafficked venues for national brands, or the shops, bars, restaurants and attractions inside the station or nearby.

Advertising and informational signage have long been prevalent in public transportation venues. Studies have shown that people waiting in these areas are more susceptible to receiving information, and consider digital signage entertainment!

Capabilities & Benefits

– Deliver accurate information in real time

– Localize messages by time of day and destination

– Deliver emergency alerts including closures of stations and alternative routes

– Promote your own services and destinations

– Generate additional revenues by selling space to third party advertisers including local businesses

– Entertain commuters while also providing convenient services

– Increase passengers confidence by keeping your passengers up-to-date.

DIGITAL MEDIA NETWORK PLATFORM

DSCP://
DIGITAL SIGNAGE

INTERACTIVE KIOSKS

ENTERPRISE DESKTOP

MULTIMEDIA PLAYER

STOREFRONT & DMAX
ADVERTISING PORTALS

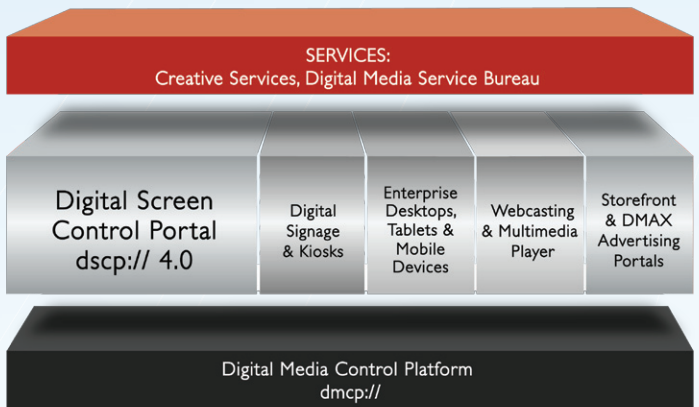**NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.**

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.

SERVICES:
Creative Services, Digital Media Service Bureau

Digital Screen Control Portal dscp:// 4.0

Digital Signage & Kiosks

Enterprise Desktops, Tablets & Mobile Devices

Webcasting & Multimedia Player

Storefront & DMAX Advertising Portals

Digital Media Control Platform
dmcp://

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.

DIGITAL MEDIA NETWORK PLATFORM

*Learn more at: **xfactorcom.com***