Enterprise Desktop

X-Factor's Enterprise Desktop application makes it possible to distribute content to desktops, intranet sites including SharePoint and mobile devices in real-time, including notifications, promotions, emergency alerts and more.

REACH EXTERNAL AND INTERNAL AUDIENCES, WHERE THEY LIVE, WORK AND PLAY.

Similar to the way digital signage takes content that is generally found on a company's website and presents it to your audience the customer, desktop signage takes content usually available on the intranet or digital signs and delivers it to your employee community in a way that is hard to miss. While employees typically have access to a wealth of internal corporate information, due to the demands on their time, they often do not take the time to look for information unless it is related to a topic that they are specifically interested in. This is especially true when it comes to compliance related topics, or policies in general, which is precisely the information that you want your employees to be most aware of.

Desktop signage enables company leaders to get the message out. With C4 v2.0, X-Factor's desktop signage products tightly integrate with corporate intranets via the optional clickable content feature. Whether in screensaver mode or seeing content within the desktop player, a user simply clicks "here" for more information on any particular subject or to view a live webcast. The possibilities are endless.

A snippet of a policy can be presented with a "click here for more information" link that takes the viewer to the full policy on the intranet. A system downtime notification can be posted with a link to downtime procedures. An internal customer service statistic can be displayed with a link to a satisfaction survey, or an employee event can be advertised with a link to full details of the event.

X-Factor's powerful desktop messaging product also integrates with dscp:// for a comprehensive emergency notification platform. Once emergency notifications are entered into dscp:// a single system, the message is sure to be seen throughout your employee community. Based on configuration, these messages will be displayed on digital signs, all desktops via the desktop play and screensaver, intranet sites, IP phones, mobile phones and mobile devices, and targeted email - all while being monitored from a central operations center.

CORPORATE COMMUNICATIONS CONTROL CENTER (C4™) MAKES IT WORK!

X Factor Communication's robust Corporate Communications Control Center (C4) desktop messaging capabilities ensures that your message will be heard by your employees.

Improve Compliance and Policy Awareness — Your employees will be aware of your company policies, governance and industry compliance requirements.

Increase Employee Satisfaction — Employee satisfaction is directly related to how well employees feel connected to the business. Sharing information is a key contributing factor.

Distribute Multiple Levels of Advisories — Ensuring that your employees are instantly aware of emergency situations is key to life safety and proper incident response.

Our proven, easy to use C4 platform for centralized content management combined with our innovative desktop messaging tools extends our robust messaging capabilities beyond digital signs to corporate desktops via screensavers, desktop players, web plug-ins and alert agents, and IP phones. In addition, advisory notifications are now sent to mobile devices and email, while all content and advisories are monitored from a central operations center.

DIGITAL MEDIA NETWORK PLATFORM

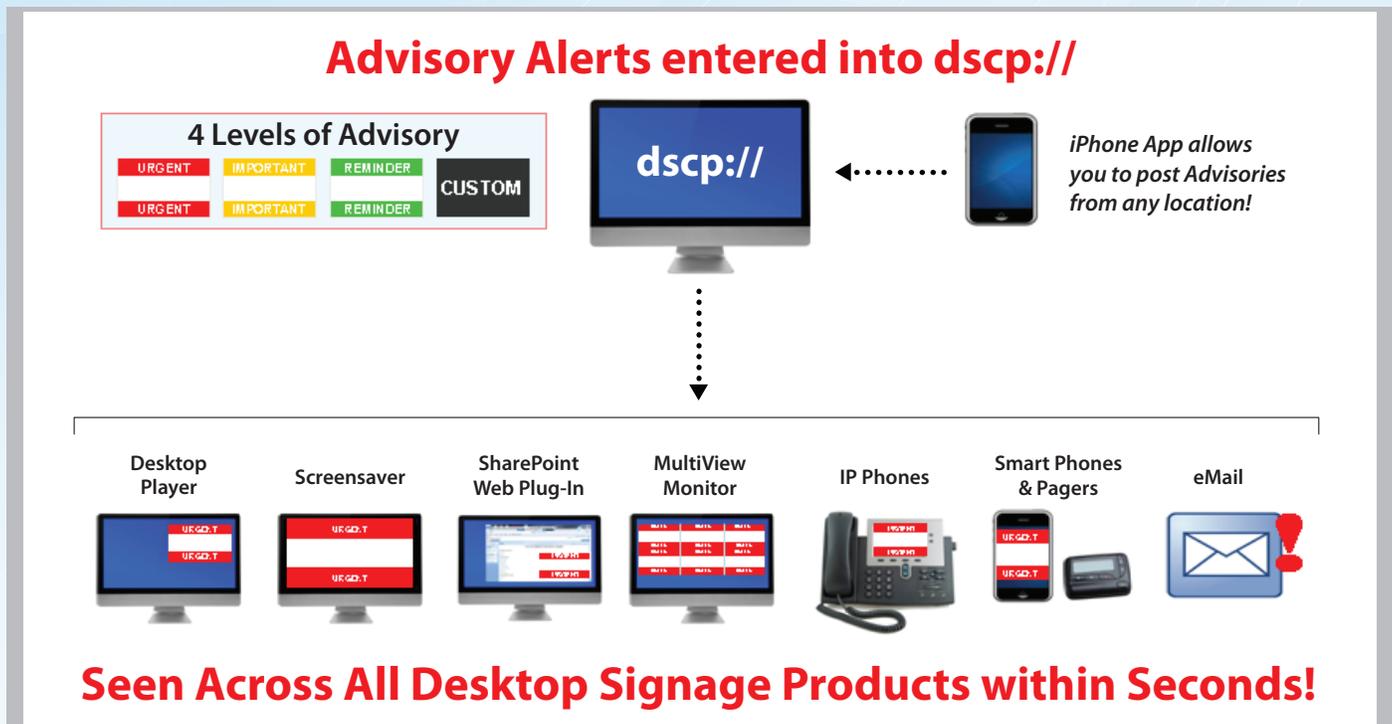|		
Desktop Player	Screensaver	Web Plug-In
IP Phone	MultiView Monitor	eMail Connector

CONTENT CANDIDATES

Simple, Secure, Compliant, Convenient, Creative, and even... Cost Effective!

BUSINESS OBJECTIVES

- Message from the President
- Breaking Company News
- Corporate Events
- Workplace Safety Tips
- Corporate Compliance Information
- Policies & Procedures
- Code of Conduct
- Employee Wellness Programs
- Inspirational Messages
- Benefits and Retirement Information
- New Team Member Introductions
- Employee Recognition Programs
- Customer Service Statistics

- Construction Updates
- Project Status and Milestones
- New Application Training
- Reminders, Tips & Tricks
- System Downtime Reminder
- Information Security Awareness
- Customer Service Statistics
- Revenue Generating Advertisements
- Real-Time Information and Statistics via RSS and XML Connectors
- Ability to Deliver LIVE and High
- Definition Video Through Multicast
- Capabilities (LAN Only)

DIGITAL MEDIA NETWORK PLATFORM

Learn more at: **xfactorcom.com**

MULTIPLE LEVELS OF ADVISORY

X-Factor's powerful desktop messaging product also integrates with dscp:// for a comprehensive emergency notification platform. Once emergency notifications are entered into dscp:// a single system, the message is sure to be seen throughout your employee community. Based on configuration, these messages will be displayed on digital signs, all desktops via the desktop play and screensaver, intranet sites, IP phones, mobile phones and mobile devices, and targeted email - all while being monitored from a central operations center.

Advisory Alerts entered into dscp://

4 Levels of Advisory

URGENT	IMPORTANT	REMINDER	CUSTOM
URGENT	IMPORTANT	REMINDER	

dscp://

iPhone App allows you to post Advisories from any location!

Desktop Player	Screensaver	SharePoint Web Plug-In	MultiView Monitor	IP Phones	Smart Phones & Pagers	eMail

Seen Across All Desktop Signage Products within Seconds!

USE CASES

Simple, Secure. Fast & Reliable!

- Biohazard Alerts
- Company Code Activations & Activations
- Waterline Break
- Fire Alarms
- Weather Warnings

- Planned and Unplanned System Downtime Notifications
- Imminent Danger Warnings
- Breaking News
- Accident Alerts
- Environmental Warnings

DIGITAL MEDIA NETWORK PLATFORM

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

PRODUCT DESCRIPTION

Screensaver

- C4 Screensaver extends the functionality of the desktop player into the screensaver displaying content managed within dmcp://

- Conforms to standard Windows functionality and can be managed via Active Directory GPO.

- Can also be configured to lock (require password) upon deactivation in order to comply with company security policy.

- Permit Mouse Movement option allows for clickable content to be launched from within Screensaver - user simply hits any key in order to deactivate and return to desktop.

- All advisories activated within dscp:// are presented on all workstations in screensaver mode.

Desktop Player

- Desktop Player leverages the full features and functionality of dmcp:// extending the "simple signage" functionality of dscp:// to all your desktops essentially turning them in to interactive digital signs.

- The desktop player allows for a "one click" Hot-Link access to connect to any live, web or media content within the body of the player. Typically used to connect to company events, intranet site or application portal.

- Hot Links can also be used to launch web forms, direct employees to on-line services and solicit feedback through surveys.

- Advanced player supports Multicast for large scale distribution of high definition content and LIVE video (LAN only).

- Upon activation, the Desktop Player references the workstations' registry to determine which dmcp:// channel to "tune in" to.

- The channel setting can be pinned to a workstation or set on a user basis via login script allowing for targeted messaging to select employees or locations.

- Supports RSS feeds and links to premium content.

- Window sizing and positioning is dynamic based on client profile eliminating the need to support various resolutions and ensuring that your content always looks good.

- All advisories activated within dscp:// are presented on the Desktop Player.

Web Plug-In

- Web Plug-In extends the "simple signage" functionality of dmcp:// to internal and external web sites.

- Includes full support of SharePoint for integration into corporate intranet site.

- All advisories activated within dscp:// are presented in SharePoint, intranets sites or on the web.

DIGITAL MEDIA NETWORK PLATFORM

PRODUCT DESCRIPTION

Advisory Alert Agent

- C4 Advisory Alert Agent runs as a service and ensures that all advisories that are intended to be seen on a particular group of workstations are presented on those workstations.
- Agent can be configured to start automatically on workstation restart and users can be restricted from closing or disabling the process giving you peace of mind that your message has been presented.
- Agent can be installed without Desktop Player for select workstations where the content player is not needed, but the advisory alert notification is.

eMail Connector

- C4's eMail Connector ensures that employees receive notification by passing the exact same text from the posted advisory to a targeted email or email distribution list.
- Extends advisory notifications to mobile devices, phones and pagers.
- Excellent for keeping mobile employees and home based employees informed.
- Advisory activation and deactivation messages can be archived in email for future reference.

MultiView Monitor

- MultiView Monitor allows simultaneous monitoring of several dscp:// channels from a single location.
- At all times, see exactly what content and advisories are being seen by your employees, regardless of their location or workgroup.
- Ideal MultiView users include Administration, Marketing, Service Center, Human Resources, Information Services and Security Departments.

DSCP://
DIGITAL SIGNAGE

INTERACTIVE KIOSKS

ENTERPRISE DESKTOP

MULTIMEDIA PLAYER

STOREFRONT & DMAX
ADVERTISING PORTALS

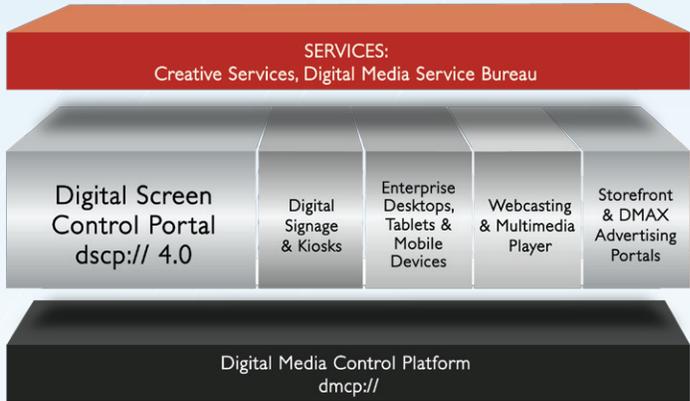**NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.**

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