

X-Factor has developed a multimedia player which can be easily branded and customized by our creative team, or our clients' creative teams, to aggregate content of all types (photos, animations, videos, audio files, interactive applications, and more) into a single, intuitive user experience.



X-Factor clients leverage the full power of the DMCP:// digital media control platform when they deliver a rich and intuitive multimedia “user experience” to any screen, including mobile devices.

Working with a player that runs automatically, without having the user download a special application, the X-Factor Multimedia Player brings multiple content feeds together in an exciting user experience. X-Factor's digital media and creative services teams can easily and cost-effectively design and deploy custom branded media players using our digital media portal application.

Because our players are fed by our dmcp:// platform, all the advantages of our related products, including dscp://, Storefront and DMAX can be included.

SELECT FEATURES

Video Support

Live, on-demand and programmed channels.

Content Management and Creation

PowerPoint Conversion for easy content creation; easily manage and create video, graphics and text content, then publish to the player using our hierarchical review and control system.

Viral Distribution

Enable sharing and distribution with the top social networks, twitter and blogs.

Web Linkage

Link to any website or mobile content.

Advertising

Full advertising management functions including available creation, buying portal, campaign fulfillment and billing/reporting.

E-Commerce

Support for donations, pay-per-view, web storefronts, merchandise sales and subscription models.

Content Syndication

Provides multiple levels of content distribution with partner websites.

Scheduling

Schedule content to display at a certain times and dates and also schedule recurring events.

Multi-Channel and Device Distribution

Works with all web and mobile-web devices, tuned for multiple operating systems and browsers.

Live Events

Supports live events through video broadcasts, real-time chat and Q&A

Reporting

View Real Time Status of content approvals, estimated charges, proof of play.

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



NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.

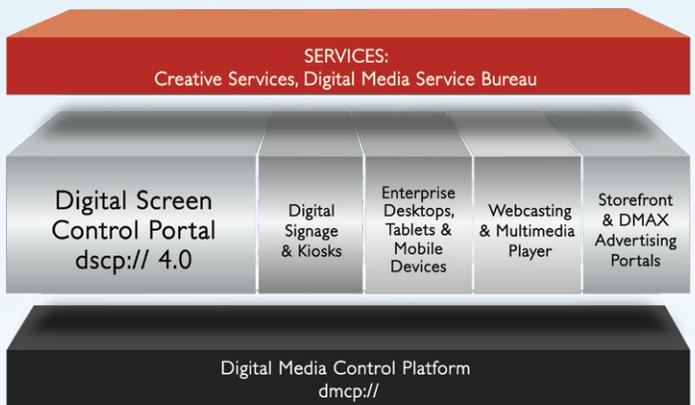
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

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.