



# About X-Factor Communications

## Mass Notification & Digital Media Distribution to Any Device

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X-Factor is a premium provider of easy-to-use, interactive digital media software and services delivering single point publishing of Mass Notifications, advisories, rich informational content and advertising to any connected device. The company helps its customers enhance communication, through effective dissemination of “any content”, to “any device”, “anywhere”.

X-Factor’s easy-to-use flagship application, Digital Screen Control Portal (DSCP), delivers single point publishing capability for business metrics, dashboards, interactive informational content, rich media, and much more. This powerful platform, built on HTML5, can quickly and easily deliver this information to all members of your organization on any connected device. X-Factor’s intuitive, flexible and scalable browser-based solutions are designed for non-technical users and can be acquired as a subscription or purchased license and delivered either as a software-as-a-service (“SaaS”) or from your premise-based physical or virtual server.

### Powerful Content Creation, Management & Distribution Platform

Originally developed for the digital signage industry, this fourth generation product delivers robust messaging capabilities right to your fingertips. With an array of software solutions, the centrally managed messages can instantly be seen on any device across your organization, and beyond.

In addition, with the use of our Mass Notification connectors, the emergency notification tool is sure to get the message out. From a single console, DSCP provides the ability to quickly post urgent information to mobile phones, tablets, smart phones, SharePoint, desktops, kiosks, digital signs, intranet sites and telephones. Based on the selected Mass Notification profile, the content of the alert automatically gets sent via email, SMS text messaging and live phone call with text-to-speech conversion to all intended recipients.

### A Powerful, Interactive Digital Media Platform

X-Factor’s media software solutions have been successfully adopted by many high profile clients used in large medical centers, community hospitals, major public transportation venues, and campus wide at institutions of higher education.

Founded in 2005, X-Factor is headquartered in New Jersey with demonstration centers in New York and Boston. The company has a strong leadership team with a combined 50 plus years of experience in digital media, broadcast, advanced technology, enterprise IT management and advertising. X-Factor has strategic relationships with industry leaders including, Cisco, Samsung, Genband, Verizon, NEC and a number of network service providers and multimedia services resellers. The company provides a full suite of professional grade digital media services including digital media application development, live event production, content creation and program management.

## Market Leading Functionality

**Any Device** - End-to end HTML5-based platform enabling real-time content to be delivered to any connected endpoint device.

**Mass Notification** - Extend the reach of emergency alerts from digital signs, desktops, and websites to email, pagers, text messages and live phone calls using text-to-speech conversion technology.

**Interactive Content** - Embed clickable links to detailed information, register for an event, launch a related video, or reach a live person at a call center.

**“Simple Signage”** - Manage content with directory services using looped playlists and scheduled content with the ability to “Go Live”, yet trump all content with breaking news.

**Advanced Scheduling** - Intuitive calendar interface ensures that you send the right message, to the right audience at the right time.

**“MultiView” Monitoring** - Monitor all content from a central location, multiple distributed locations or from a mobile device.

**Intuitive Interface** - Incorporate PowerPoint or display real-time data stored in SharePoint using stunning charts and graphs.

**Hierarchy Control** - Secure login with various levels of access using pre-set or customizable user rights.

## Corporate Communications Control Center (C4)

X-Factor Communication's robust Corporate Communications Control Center (C4) solution allows content created and managed within DSCP, to be displayed on any device. With a Web browser based and highly graphical user interface, our C4 solution is powerful, interactive and easy to use for content creation, updates, and content workflow by non-technical users. And, it's so simple to use, we've even trademarked the term "simple signage"!

The C4 solution allows users to create eye-catching, visual representations of messages making communications more engaging and the audience more likely to take action.

- Targeting audience with brief, instant, actionable notification
- Reaching your audience in the manner they prefer to be notified
- Capturing audience's attention in a fresh and interactive way
- Enabling receivers to confirm receipt of message or alert
- Driving messages that actionable – intuitive – easy
- Publishing any device notifications that drive performance, productive, safety and compliance

### The C4 solution includes the following applications:

**Screensaver** runs on any workstation presenting content in screensaver mode and can be configured to lock (require password) upon deactivation in order to comply with company security policy.

**Desktop Player** turns all desktops into interactive digital signs allowing for a "one click" hot-link access to connect to any live, web or media content. It is an easy way to connect employees or visitors to company events, intranet site or application portal.

**Web Plug-In** is used for extending content managed within DSCP platform to internal and external websites, most often for SharePoint, application portal logon screens, and other intranet sites.

**Mass Notification Connector** recognizes the need for rapid dissemination of alert messaging during an emergency. Typically, an alert will be seen on any screen within 10 seconds. The alerts can be extended to far reaching audiences via email, text messaging or text to speech conversion.

**Multiview Monitor** allows for mobile monitoring of all channels, from any web connected device allowing the administrator to see exactly what content and advisories are being seen by your employees, regardless of their location or workgroup.



## C4 Solution Use Cases

- Emergency notifications to all devices
- Direct employees with interactive wayfinding
- Broadcast IS security awareness content
- Display CEO messages and company news
- Announce Human Resource information
- Display compliance and regulatory tips and best practices
- Train employees using interactive videos, real-time RSS and XML feeds
- Display real-time company metrics reinforcing company targets
- Recognize employee successes and share employee generated news
- Update employees on products and services
- Inform, monitor and display social media news, trends and customer postings

## PRODUCTS

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

## SERVICES

CREATIVE • MEDIA SERVICE BUREAU • WEBCASTING



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