



Stay connected with your customers in the bank, at ATMs and on the go for the ultimate convenience, service and innovation, while also capturing important behavioral trend data.

Whether financial institutions take advantage of X-Factor's platform and products to communicate more continuously and efficiently with their employees, increasing their level of knowledge and engagement and supporting compliance requirements, or to add digital signage to their banking ATM networks to increase customer satisfaction and sell more services, X-Factor's solutions are a sound investment.

X-Factor's dmcp:// platform and its related signage, advertising and corporate communications products together offer a rich array of solutions for the financial services industry.

Whether we are deploying digital signage in bank branches, adding compelling and revenue-driving advertising displays above ATMs in banking locations, in the branches or in other public locations, or providing internal communications solutions through C4, we are making it easier, less expensive, and more exciting for financial institutions to communicate with their audiences.

Digital content can be presented to consumers promoting additional bank products and services, while also educating those consumers – an important aspect of compliance associated with regulations and best practices. Cross selling checking account holders, for example, to open a saving account, refinance their mortgage, apply for a credit line, or take advantage of new mobile banking applications, is vivid and engaging when presented on high definition screens.

The costs of designing, printing, shipping, and maintenance of mountain expensive physical signs, and the requirement to keep those signs current, can drop to zero once a digital interactive network is established.

Interaction allows financial institutions to learn in real-time what consumers are interested in, whether those consumers are touching screens, engaging via mobile applications to learn more, or take satisfaction surveys.

Local banks can offer advertising space to merchants, even free advertising for business banking customers, promoting local shops, restaurants, and attractions. Community service is another exciting opportunity as bank branches can advertise local charity fundraisers and celebrate community leadership.

For communicating with employees, X-Factor's Corporate Communications Control Center (C4) enables centralized and decentralized distribution of training sessions, important compliance information, company updates, advisories and emergency messaging and more. Employees in all varieties of financial institutions – whether insurance companies, investment banks, commercial banks, brokerages and more – benefit when their communications and IT teams can more easily, efficiently and beautifully transmit information – including live webcasts, archived multimedia content, and critical real-time alerts.



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



NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.

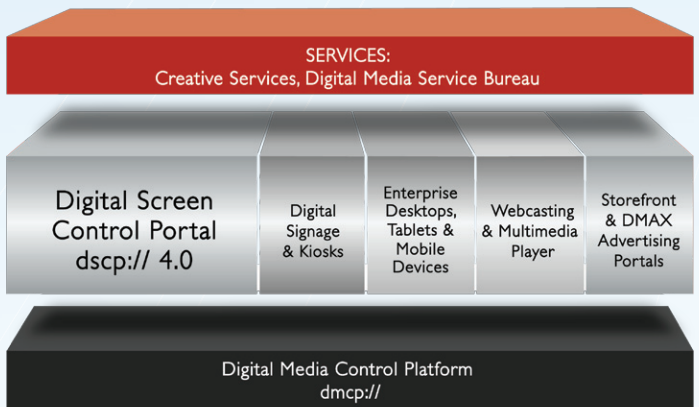
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

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.