XFACTOR
COMMUNICATIONS

Industry Solutions:
Real Estate

Creative immersive, digital interactive experiences in residential and commercial holdings, providing greater consumer satisfaction while opening doors to new ad-based revenues.

The smartest buildings today include dynamic and interactive digital signage and related mobile solutions that connect building management and services with tenants, with the cost to build and maintain the network offset by tenant satisfaction, operational efficiencies and advertising sold to local merchants and national brands.

Whether digital signs and interactive touch screen kiosks are in residential buildings, or commercial office spaces, X-Factor's dmcp:// platform makes it possible to provide directory information, important service related messages, advisories and emergency notifications, and other services to tenants.
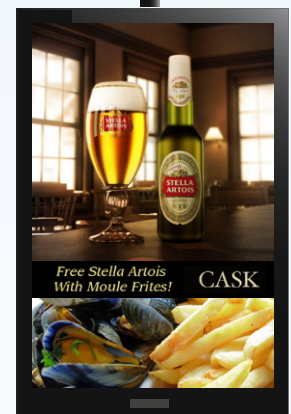
Because X-Factor's platform supports all varieties of multimedia – including the integration of live feeds (for weather, traffic, news) and television – digital displays in lobbies, elevators, gyms, conference rooms, and more are not just informative – they are dynamic and beautifully designed.

X-Factor's creative studio works with building owners to brand our library of available templates to create a virtual experience that matches the look and feel of the building – while also making it possible for facilities managers and communications team to easily update messages and incorporate advertising.

X-Factor's digital signs and interactive kiosks beautiful and smart, and can be instantly and efficiently updated to ensure accurate and timely information. Our remote network management software also ensures the "end-points" are operating perfectly.

X-Factor's Storefront software makes it easy for real estate owners to generate new revenues through advertisements – national or local – including special deals for residents from local restaurants, bars and shops. Buildings can also promote their own value added services (dry cleaning, housekeeping, grocery replenishment, spa, babysitting, pet care, and more).

In a highly competitive real estate market, having elegant, intelligent digital interactive services adds excitement and sophistication to premium properties, exciting for the staff and for residents and tenants who are able to enjoy modern living at its best.

Our mobile synchronized applications provide a great experience for the building and residents as well – communication on the go with the doorman and concierge, including secure key services, emergency and traffic alerts, and instant messaging.

DIGITAL MEDIA NETWORK PLATFORM

Learn more at: **xfactorcom.com**

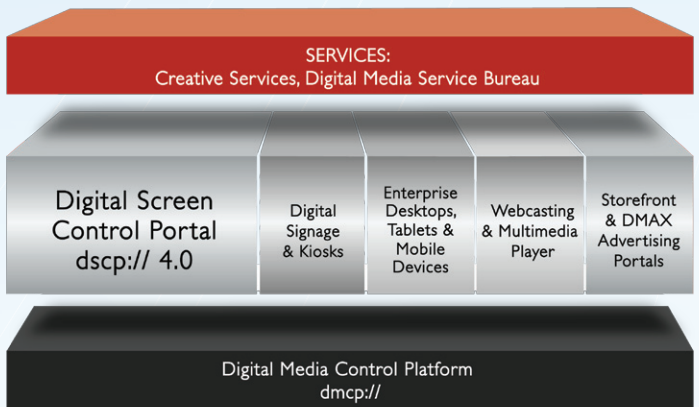**NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.**

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
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DIGITAL MEDIA NETWORK PLATFORM

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