



Help shoppers find the stores and products they are looking for, provide better product information and service, and optimize real estate through ad-supported digital networks.



X-Factor provides easy-to-use turnkey digital signage and digital media solutions to Retailers and Shopping Malls, allowing them to inform, entertain and interact with their patrons, guests and customers in a compelling manner.

Our infrastructure, software, content management, advertising and marketing solutions, allow users to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks and seamlessly tie-in web and mobile marketing programs.

Retailers are faced with the challenge of attracting customers while engaging them in way that keeps them in their store and encourages them to buy.

In addition, retailers also need to turn those customers into loyal patrons of their retail establishment. Fortunately, digital signage is an effective way to meet these challenges by providing a dynamic means to communicate and enhance the overall shopping experience.

Whether it's a single retail location or thousands, X-Factor has the digital signage, advertising and marketing and digital media solutions for your organization. Our `dscp://` digital screen control portal allows retailers and mall operators to target customers with internal (retailer) and third party product vendor (brand) promotional messages and advertising at the departmental, individual store, regional and national level, all with complete review and approval and control capabilities to ensure proper workflow and brand integrity.

When combined with `dscp://storefront`, advertising sales and campaign fulfillment are made simple and cost effective. In addition, X-Factor provides custom touch-screen, web and mobile application development services to support wayfinding, product information kiosks, loyalty programs, social network marketing initiatives including twitter, mobile SMS, couponing and web video portal marketing tie-ins.

Sample Retail Uses:

- Product Vendor Advertising and Promotions
- Video Product Promotions
- Retailer Marketing and Advertising
- In-Store / Mall events
- Co-op Advertising
- In-Store / Mall events
- Wayfinding
- Mobile applications
- Virtual Sales and Customer Service
- Integration with Online Initiatives
- Shopping Capabilities



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



NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.

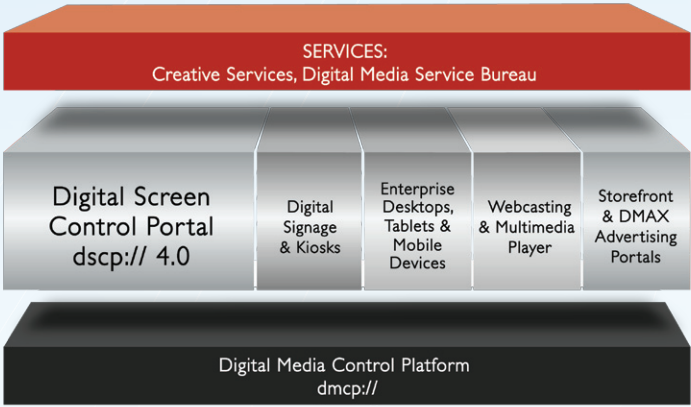
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

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.