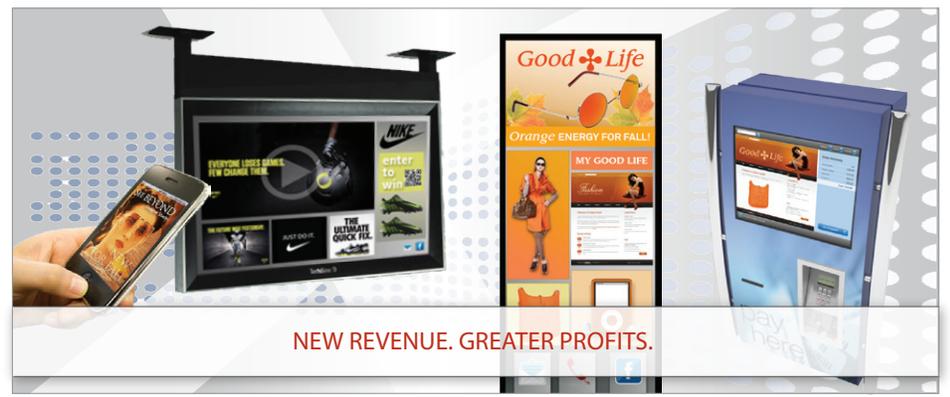# XFACTOR COMMUNICATIONS

Storefront & DMAX Advertising Portals

DMCP Storefront and DMAX advertising portals complement dscp:// and offer branded e-commerce that supports private (Storefront) and public (DMAX) advertising sales, campaign creation, order fulfillment and billing.

NEW REVENUE. GREATER PROFITS.

Are you a digital signage network provider or owner who would like to generate additional revenue and profits on your digital signage network investment? If so, adding X-Factor's Storefront can enable you to increase your ROI by selling third party advertising, or increasing your own internal promotion.

POWERFUL CONTROL. EASY TO USE

If you are already utilizing X-Factor's Digital Screen Control Portal (dscp://)software, you now have an option to simply and easily support advertising sales on your digital signage network through our Storefront offering.

All of the sales process features of the listed here are fully automated giving you ease of use along with powerful revenue generating capabilities.

SCALABILITY AND FLEXIBILITY

Whether it's one display screen or thousands, Storefront fully integrates with X-Factor's dscp:// software service offerings to provide a seamless advertising sales capability. DMAX is our advertising exchange solution, supporting multiple ad networks; your ad network can be extended by joining the DMAX community.

MAXIMIZE YOUR ROI

Have total control over your inventory and safeguard your brand while maximizing ROI on your digital signage network investment. Capture new revenue by helping ad buyers get their message out to their target audiences. It is a winning solution for both you, the network owner, and the ad buyer.

SELECT FEATURES

Inventory Posting:
Post your available inventory, audience attributes and set your price. Once a bid is accepted and the content is approved by you, ads automatically run on your digital signage network.

Offer Review:
View pending offers and bids, and you can approve or reject any offer or buy request...it's all under your control.

Content Review:
Network providers can review all offers and can approve or reject any content submitted by the ad buyer.

Payment:
Third party payment gateways including Paypal and credit validation platforms are seamlessly supported and integrated for quick transactions.

Workflow:
Complementary workflow between dscp:// software and dscp://Storefront. Accept an offer, the ad will play...collect the revenue.

Account Reconciliation Reporting:
Full reporting of transactions and payments between your customers and you.

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

DIGITAL MEDIA NETWORK PLATFORM

Learn more at: **xfactorcom.com**

X-Factor Communications has developed a powerful new way to monetize unused display inventory on your digital signage network.

MACC enables brands and their agencies to deliver consistent, timely multimedia messaging that helps engage customers and staff, drive sales and build presence.

MACC makes it easier than ever to:
- Deliver targeted advertising
- Provide product information and spur cross-selling and up-selling
- Promote features and benefits
- Help ensure consistency of messaging in multiple languages and geographies
- Control costs via a Software-as-a-Service (SaaS) delivery model

MACC helps brands and agencies reach customers more effectively by distributing engaging photographic, written, animated, video and interactive content that can be customized in real time. Follow hot trends! Change messages based on the weather. Respond to "breaking news." Develop localized ads with national brands in seconds.

It's a high-impact delivery platform integrated into the way people shop, learn and play, presented at the most appropriate moments in the most interesting venues (retail shops, stadiums, public transportation hubs, on trains and buses, at medical centers, in malls, and much more).

BENEFITS

Access to our intuitive, powerful content creation and distribution portal

Delivery of customizable content to end-points you choose

Commercial-grade displays and media players through our partners

Faster time to market compared to self-developed systems

Detailed reporting options to support advertising models and more

Upgrades as our R&D team works with customers to build new capabilities

MACC MARKETING & ADVERTISING CONTROL CENTER

RETAIL OR VENUE ENVIRONMENT

IN STORE DEMONSTRATION TODAY!
3PM

GOOD SPORTS

WEB

GOOD SPORTS

MULTIMEDIA PORTALS

VIRAL CAMPAIGNS

WAYFINDING

**Brand
Retail Chain
Public Venue**

EVENTS

CROSS PROMOTIONS

LOYALTY PROGRAMS

COUPONS

**dscp://
Digital Screen Control Portal**

CONTENT CREATION
CONTENT MANAGEMENT
NETWORK MANAGEMENT
SCHEDULING & DISTRIBUTION

Web

INTERACTIVE / SOCIAL
CROSS MARKETING
ONLINE PROMOTIONS

**Storefront & DMAX
Advertising Services**

BUYING PORTAL
CAMPAIGN FULFILLMENT
ANALYTICS & BILLING

MOBILE

Mobile

INTERACTIVE / SOCIAL
CROSS MARKETING
IN-STORE PROMOTIONS

All Platform Services benefit from X-Factor Creative Services and Media Services Bureau eCommerce & Analytics

DIGITAL MEDIA NETWORK PLATFORM

Learn more at: **xfactorcom.com**

DSCP:// DIGITAL SIGNAGE

INTERACTIVE KIOSKS

ENTERPRISE DESKTOP

MULTIMEDIA PLAYER

STOREFRONT & DMAX ADVERTISING PORTALS

Good Life — Orange ENERGY FOR FALL!
MY GOOD LIFE

the new skinny can

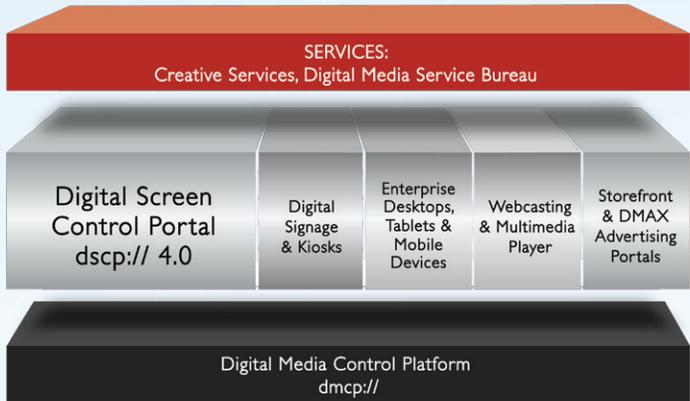## NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.

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.

SERVICES:
Creative Services, Digital Media Service Bureau

Digital Screen Control Portal dscp:// 4.0 | Digital Signage & Kiosks | Enterprise Desktops, Tablets & Mobile Devices | Webcasting & Multimedia Player | Storefront & DMAX Advertising Portals

Digital Media Control Platform dmcp://

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.

DIGITAL MEDIA NETWORK PLATFORM

Learn more at: **xfactorcom.com**