X
screen

Welcome to a whole new world of marketing

Convert marketing into sales faster and for less

X-screen develops **integrated** digital marketing channels and sales platforms, working together to deliver what customers desire.

Through integration, our digital products talk to each other. This innovation unlocks the advantages of digital communications to create leading two-way communication platforms that optimise the marketing and sales effort of your enterprise.

Traditional marketing is expensive. Digital technology by its nature lowers the cost of production as it is virtual.

The impact of traditional marketing is also hard to measure. Digital marketing tools are more immediate. All interaction can be recorded, offering real-time analysis of consumer behaviour or preference.

Benefits

Our digital marketing and sales tools:

- Increase the quality of customer interaction
- Advance repeat business and revenue optimisation to the site owner

Channel Partners

We work with experts to build industry channels that compliment our holistic approach.

The site owner's investment

All hardware as well as a management fee for software use, including the **Salemaker ©, Promoter ©, CentroLoyal©** and **Mobile ©** solutions, are paid for on a monthly rental basis by the site owner.

The cherry on top

The investment allows the site-owner to advance the marketing and sales effort.

As an added incentive site owners and channel partners also share in gross advertising revenue.

This allows the site owner to recoup the cost of investment.

Introduction

Since inception, X-Screen has focused on offering tools that create value for our clients, partners and their respective consumers.

Our team of diverse experts aimed to develop a marketing and sales experience that breaks the norm, because our solutions work in a holistic way.

So whether we are creating an industry specific channel or a custom build for a client, what sets us apart is that our diverse tools talk to each other.

It's about creating a channel of interaction with consumers, used to create awareness for products, but that go beyond that and also offer them a chance to interact with your products and services in a meaningful way.

This 2-way interaction is harnessed:

- To build data that can indicate consumers' preference and activities, which in turn can be used to affect product line decisions.
- To develop loyalty or rewards programs to stimulate repeat business
- To allow customers to invite their family and friends to experience the specials and promotions, drawing more feet to your stores.

Our philosophy

Our combination of tools unlocks the promise that digital communications holds for any enterprise.

Our content is focused on education and information:

- heightening the understanding of why products are of benefit
- heightening the propensity of the consumer to spend in return.

We design our channels to trigger the emotional and self-expressive benefits of the context of the purchase via our channel branding.

Our technology is flexible and allows for different messages at different sites. All software are South African based.

Our solutions

X-Screen is a patented hardware, software and IP
methodology using the following tools:

TV ©

Satellite driven
advertising and
promotions at
the point of sale

Salemaker ©

Marketing and
sales platform
on interactive
touch screen
platform

Promoter ©

Template based
software to
create and
publish in-store
specials/promo-
tions, on the TV
an Touch screen

Mobile ©

Notifications,
messages and
digital vouchers
sent via mobile.

More solutions

Brand ©

Brand identity development of customers facing channels

Centroloyal

Web-based, selfadministrable rewards/loyalty software

Bits ©

Peripherals and plug-ins

TV ©

Satellite driven advertising and promotions at the point of sale

Benefits

- Creates high impact awareness
- Influences decision-making at the point of sale
- Turn sites into additional revenue generators
- Can be used as an in-store training platform for staff

How we do it

Marketing communication content with high entertainment value, delivered to a captive audience at consumer concentration points

We broadcast content ranging from advertising, messaging and training in various formats.

We relay different content to different sites at differing times based on your requirements.

We cross-promote content with sponsorship and/ or physical promotions on other channels or through physical media.

Our rates are the most cost effective in the market.

Salemaker ©

Marketing and sales platform on interactive touch screen platform

Benefits

- Assists consumers to make better informed decisions

- Converts marketing effort faster into sales.

- Tracks consumers preference and behaviour to improve products and services

- Builds a database of your clients

How we do it

Marketing communication delivered via self-help touch-screens, where consumers don't only browse options available to them – they can and register for value added services, rewards and send viral messages

Browsing activity is tracked by recording the way consumers navigate and search for. This immediate research helps the business owner or manager to improve offerings based on the insight derived from the data.

The feedback mechanisms of the touch screens allows for "digital conversations" to occur in a trusted manner which heightens preference whilst stimulating desire through education and information delivery.

Promoter ©

Template based software to create and publish in-store specials/ promotions, on the TV and touch screen

Benefits

- Creates competitive advantage through speed of "Instant" messaging

- Sales, brand comms and information efforts react immediately to important information or shifting criteria

- Optimises enterprise wide notifications templates allow for better compliance

How we do it

Promoter © is software that can display specials and promotions digitally at point of sale on the Salemaker © touch screens and the TV © Large LCD screens, as well as via MMS with Mobile ©

Through digital publication we replace the hassle and heavy costs of printed material.

These messages are created at the site or from head office via an on-screen interface on the touch screens themselves or via the web.

The messages are pre-developed in the form of templates that are built on the system or we can develop custom specials and promotions content for our clients.

Mobile ©

Notifications, messages and digital vouchers sent via mobile

Benefits

- Grows awareness with new potential customers off-site

- Draws feet to sites

- Optimises voucher redemption and the like

- Creates digital vouchers for the rewards /loyalty programs

How we do it

Mobile content sent via viral marketing and database mining to increase business activity

Information based adverts or step by step instructions can be downloaded to cell phones.

Consumers send a Viral SMS or MMS to invite friends or family to join them for coffee or to expose them to specials.

Digital vouchers or E-vouchers can also be sent based on specific promotions.

More mobile users country wide than any other communication medium

Brand ©

Brand and identity development of customers facing channels

Benefits

- Creates focus for marketing effort

- Differentiates our channels from traditional more simplistic digital media platforms

- Ensures that consumers understand the value that is offered

- Heightens preference and stimulates uptake

How we do it

Brand identity development process

We analyse the target market's needs and build a customer experience that will set us apart from the current industry paradigm.

Through different tool sets we develop the strategic basis of the brand as well as its identity, personality and value proposition

Benefits

centroloyal

Web-based, self-administrable rewards/loyalty software

- Repeat business via rewarding customers for their loyalty
- Web platform optimises management and control
- Builds database
- Attracting new customers and users
- Fun element for customer

How we do it

Proprietary Software that gives the enterprise the ability to build their own rewards program.

- Web driven
- The program is easy to understand and implement
- Create your own loyalty rules
- Allow your loyalty program to continually evolve
- Your clients can follow their own status on the web in the comfort of their home
- You can have different promotions for different time periods on different products
- Communicate with your client by e-mail and SMS.
- Know your clients profile.
- Build a client database to use for marketing
- All branches on 1 database.

Bits ©

Benefits

How we do it

Peripherals and extras as required

Bio-metric fingerprint scanners,
Digital camera remote monitoring,
Bar-code scanners,
Computer safe cladding,
Uninterrupted power supplies,
Credit card readers and more.

Peripherals and plug-ins

- New functionality developed as the channel or enterprise needs evolve

- Can have a credit card reader attached to the touch screen for sales

- Endless applications

Our collective experience

Our practitioners' experience spans decades in the information communication technology and professional services sectors.

Libralex, Playback, 101 Collective, BLTech, Aerial Doctor, Kemistry Brand Consultancy ,Purple Fly

- Software development

- Content Management and Satellite Management

- Touch screen development

- Content development

- Brand Strategy, Design, Advertising and Communication

- Marketing

Our respective clients span various news networks, blue-chips and SMME's such as Coca-Cola, MTN, Vodacom, Mini, VW, SA Tourism, Sony, Barclays, Stanlib, SAB and more

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