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It wasn't the first showing of their NITRO-powered Twitter Cube, but you couldn't find a better image for X2O Media to symbolize their unveiling of its **Xpresenter Integrated Conference Experience (ICE)** solution, a networked system that enhances boardroom presentations by allowing users who are not in attendance to participate remotely.

The solution allows users take PowerPoint presentations to a new level by adding broadcast-quality effects and transitions, 3D logos and animations, real-time data, and live camera feeds and incorporate inputs from other conference room systems, such as interactive white boards from Smart Technologies, and combine them with PowerPoint presentations in a dynamic, broadcast-style output.



It will also save presentations as HD-quality video clips and automatically transfer them to the X2O Portal to be archived and viewed from users' desktops or stream presentations in real time to users' desktops to be viewed with the X2O Desktop Player. Remote attendees can participate in meetings by displaying remote desktop webcam feeds as part of the conference room presentation. They can watch real-time presentation channels on mobile phones or tablet devices

At InfoComm 2011, X2O also demonstrated integration of **Intel AIM Suite (Audience Impression Metrics)** technology with its Xpresenter digital signage software for DOOH displays. Intel AIM Suite's audience measurement system allows Xpresenter users to analyze the audience and automatically adapt content in real time to target the viewer demographic, while tracking content effectiveness and return on investment with greater accuracy.

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