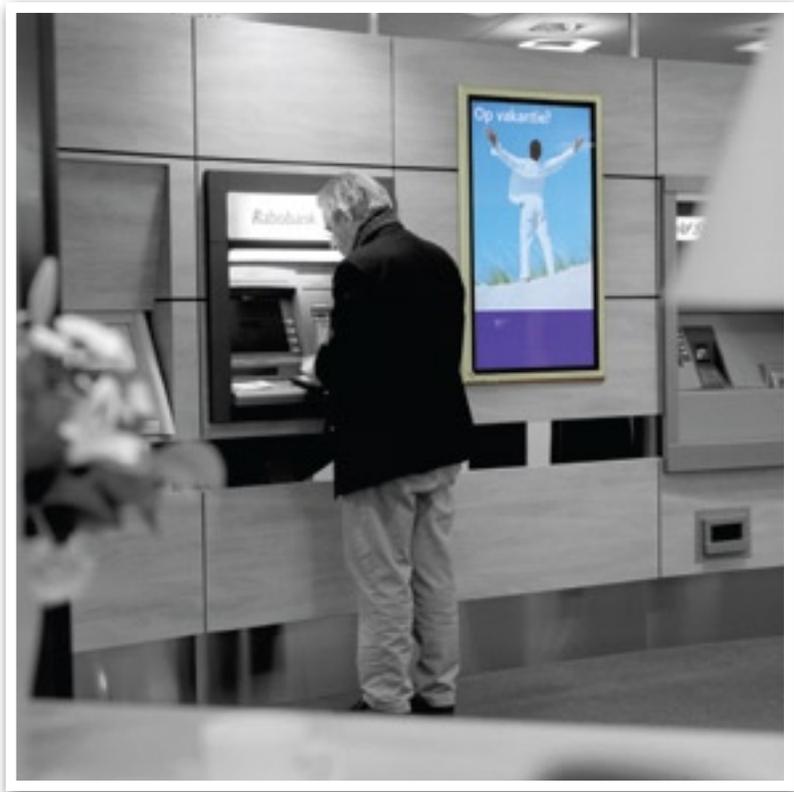


Scala and Financial Institutions

Few environments exemplify a captive audience as well as banking. An already tightly controlled interior environment ripe with security and technology, people have little to do while waiting in line but take in their surroundings. Banks have plenty of products and services that would “probably” benefit their customers... if only they knew about them! That’s why banks are becoming serious digital signage users.

Scala offers an efficient and effective solution that will not only inform your customers of services and promotions available within the branch, but also act as a form of entertainment.



“The benefit of a digital signage network is that it adds a unique dimension to our in-house merchandising systems. Our posters and brochures are literally brought to life. We are now able to measure the impact of our network on our clients far more efficiently than any traditional media.”
 -Wim van den Dungen, Rabobank

“This new marketing tool immediately had a positive impact. 75% of the bank’s customers watched BRD TV and 88.2% indicated having a pleasant banking experience.”

BRD-Société Générale Group

Introduce a digital signage network and see immediate benefits:

- Provide continuously updated and relevant information at strategic times of the day with **real-time news, stock tickers and weather streams from Data Call Technologies, Inc. and AccuWeather**
- Enhance and strengthen your brand
- Entertain customers with interactive screens and content
- Decrease wait times by incorporating a queuing system
- Add a stream of revenue with appropriate 3rd party advertisements
- Ensure consistent corporate communication and strengthened employee training
- Make it easier to cross-sell, advertise bank services and list your current portfolio rates

Scala and Financial Institutions



A customer at Banesto Bank interacts with their digital signage system.

So...what do you think? We are confident that if ANY of the following apply to your institution, digital signage could benefit you:

- Multiple locations
- Variable rate product offerings
- Locations with long lines
- Franchises
- Limited onsite staff
- Remote sites that require communication from head office/other locations
- Staff training required
- Queuing systems used
- Customers interested in financial news
- Locations with cross selling goals
- Support for "green" initiatives

These **Real World Successes** will paint a clear picture:

- **Staying Modern:**
Using a digital signage network focused on services, new product information and advertising from sister companies, the **Hypo Alpe-Adria Bank** (Croatia) has retained and further reinforced their image as a dynamic, modern bank.
- **Customer Interaction:**
At **Banesto Bank** (Spain), as soon as the screen is touched, each customer can choose to go through several menus and decide to read information that is relevant to their needs or even play a game while they wait.

- **Employee Interaction:**
National Commercial Bank (Saudi Arabia) adopted digital signage and achieved higher customer satisfaction by keeping their employees well informed of the bank's products and services.
- **Standing Out:**
With competition slow to adapt, **Alior** of Poland has used an interactive digital signage network to their advantage distinguishing their level of service in the process.
- **All-In-One:**
New York Community Bancorp deployed their network to face both employees and customers to assist the staff in selling and inform their clients of featured products. It also runs some 3rd party advertisements.

"Everything that was promised was exactly what was delivered. I also want to emphasize the unique possibilities in the Content Manager that helped us operate a much more cost-effective system."

*Mr. Kestutis Pavolas
Swedbank*