

Digital Signage for Banks

Welcome to
BestBank of Sunny Shores.
A representative will be with you
shortly.




bestbank

What we offer:



10:42 AM
Oct. 19 2019

Current Weather

61°F  High: 64°F
Low: 55°F
Wed.  Th.  Fr. 

...CNN: ea vero etur aliquam, natiam inctinv enisto berupta ...

Features

- Display bank offers and specials e.g. new accounts, app downloads, credit cards, etc
- Reduce perceived wait times and elevate customer experience
- Promote cross-sells, up-sells, deposits, and other specials
- Provide information on investment accounts, loans, and mortgage opportunities
- Modernize and revitalize the appearance of bank branches
- Display infotainment like saving tips, pop quizzes, social media, financial news, etc.
- Manage remotely over the internet from anywhere
- Multiple screens in different branches can be easily managed from one account
- Includes both interactive (touch) and non-touch options
- Display real-time interest rates and current market prices



What to Display



Stock Ticker

Display live stock rates on your screen



Currency Rates

Inform your guests of the current currency exchange rates



Live TV

Display live TV by connecting an external video source



Announcements

Promote bank offers e.g. new accounts, credit cards, loans etc.



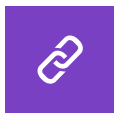
RSS Feeds

Show infotainment e.g. video, saving tips, social media, financial news, etc.



Emergency Alerts

Show emergency and CAP alerts



Web URL

Display your website or special landing pages on your screen



Weather

Display forecasts and current weather conditions



Social Media

Show posts from Twitter, Facebook, Instagram or include all in a social wall



Mortgage Boards

Display information about mortgage loans, including APRs and other specials

Components of Bank Digital Signage

Commercial-grade Display

Selecting the display/screen is a critical aspect of building your digital bank display.

The three questions to ask yourself about your display are:

1. Does it need to be touch-enabled?
2. What size is appropriate for my space?
3. Do I need commercial-grade quality and warranty?

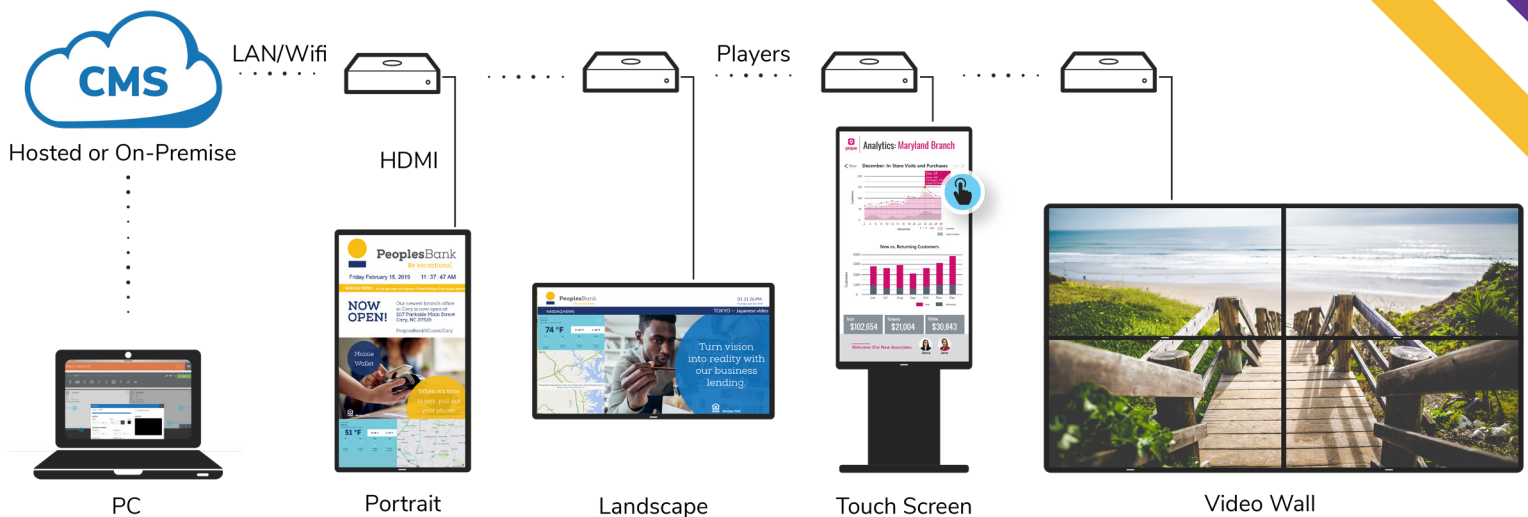
Media Player

The media player is a small device that is connected to the display via HDMI and to the internet via Wi-Fi or a wired connection. It caches the content you'll showcase on your digital bank displays so they will never be blank, even when there is no internet connection.

Software

Digital signage software allows you to create and schedule the messages, graphics, and feeds that will display on your screens.

The software will often include pre-built templates that you can customize as well as content apps (think weather, news, sports) to create content that you can drag and drop into your "zones" i.e. different sections of your screen to display multiple content at the same time.



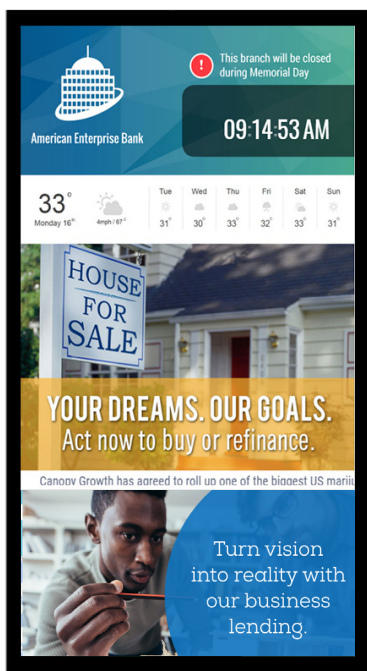
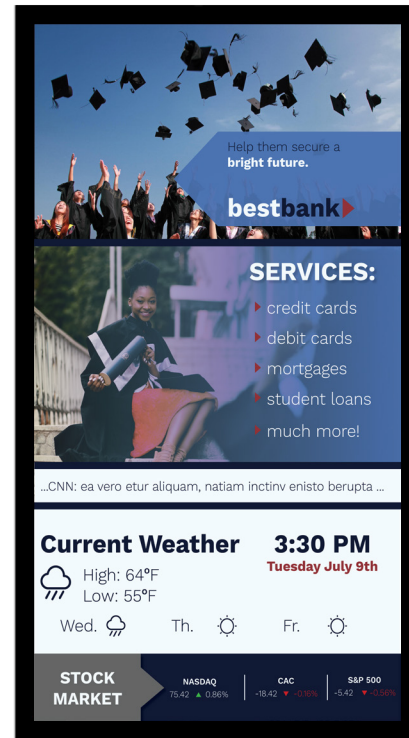
Mounts

Mounts have functional and aesthetic benefits:

1. Do you need to be able to adjust the angle of your sign?
2. Are you planning for a video wall or single display?

Naturally, you'll want to consider things such as cost, support, reputation for quality, and ease of installation when evaluating mounting solutions.

- VESA® 200 x 200 up to 600 x 400mm compatible
- Eight-way tool-less adjustment for flush alignment
- Removable front cover and pull-out mount for ease of access
- Low profile (ADA compliant) design
- Aesthetic options include multiple colors, vinyl wraps, etc. to promote brand awareness
- Pre-assembled to simplify installation
- Stainless steel construction with mounting hardware





How It Works

1

Install the Media Player & Screen

The media player connects to the internet wirelessly or via an ethernet cable, and to the screen using an HDMI cable.

3

Publish & Display Content

Once the content is ready in software, the media player auto-downloads it and displays your content on the screen.

2

Create Content / Customize Templates

The web-based software, accessible from anywhere, enables you to upload and/or create content like exchange rates, mortgage boards, etc.

4

Update Content / Reschedule

Remote access to the software allows you to easily update your content and nd playback schedules all from one login.



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Total Cost of Ownership

Cost of Hardware

The cost of hardware will depend on the needs of your implementation. A strong recommendation is to get commercial-grade hardware that can handle being on 24/7. Commercial-grade players and displays also come with full warranties.

Cost of Content Creation

There are two ways to account for cost of content. You can have your bank's design team create the content or you can pay an agency or freelancer to create the content. The second option (which is usually the cheaper one) is to select digital signage software that includes customizable content templates, feeds or an app store.

Cost of Installation/Implementation

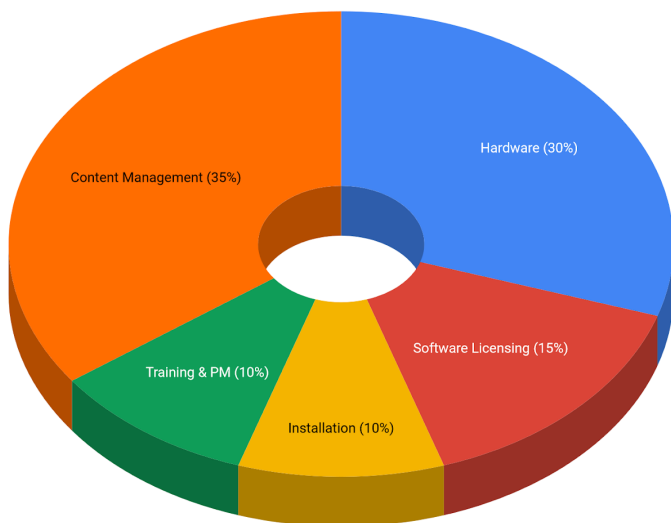
Will the vendor for your digital bank display provide turn-key service i.e. handle mounting your sign, deploying your content, and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your digital bank display up-and-running.

Ongoing Support and Training

Many digital signage providers will include service and support as part of your cost. Be clear on the length of this agreement and have a plan in place for ongoing support and training. If this is an internal resource, calculate what percentage of their time will be allocated to troubleshooting and on-boarding new internal resources to the digital signage work flow.

CapEx or OpEx?

What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may be easier even though the initial cost is higher.



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