



***DIGITAL SIGNAGE SOLUTIONS
FOR RETAIL BANKING***

White Paper

April 14, 2005

Introduction

Customer retention and acquisition is vital for every business, and financial institutions are no exception. Each visit to a branch is an opportunity to improve the customer's level of satisfaction and overall experience.

Banks and credit unions depend on their existing customers to make additional purchases of their products or services and customers will not purchase a product if they are unaware of its availability.

A joint study by KPMG (now BearingPoint), Indiana University and Point of Purchasing Advertising International (POPAI) in 1999 and 2001 found that customers are:

Digital signage expedites and controls information and promotions in a memorable manner

- **5-10 times more likely to notice dynamic vs. static media, and**
- **2-5 times more likely to recall dynamic vs. static media.**

Digital signage is now playing a large role in replacing static and printed materials. Texas Digital will demonstrate how to drive incremental revenue, and generate significant savings while improving your communication with your customers.

Challenges

Mismatched delivery methods, time delays and creation costs pose significant wide-scale communication challenges

- **Uneven Reach:** Up to 60% of customers visit the motor bank, and current efforts to communicate in the motor bank are less effective than inside the branch.
- **Slow Roll-Out:** There is typically a lag of up to 10 days between placing an order and the receipt of printed materials. This delay dilutes the effectiveness of any messaging campaign.
- **Costly Creation:** Production costs for traditional assets are high. An average of \$2,500 to \$5,000 is spent on four promotional campaigns per branch per year.
- **Real-Time Enterprise Communication:** Delivering a timely and consistent message is no easy task if branches are located across various cities or states.

What is Needed?

An enterprise communication solution that allows for changes and updates at remote locations, resulting in enhanced communication,

Dynamic content delivery solutions enhance communication, awareness and profitability.

awareness and profitability. Static is replaced with digital and is displayed on both indoor and outdoor screens. Banks and credit unions can now improve their communication with high-impact messaging on strategically placed displays at every customer touch point.

The Enterprise Solution

An enterprise-wide solution can connect company headquarters and branches instantly and simultaneously

Enterprise communication solutions can overcome the challenges posed by branch locations and offer a cost effective solution for high-impact customer communication.

- Consistent Coverage: Because messages are distributed from one central location, all branches will receive the same information at the same time.
- Simplified Marketing: Coordination of graphic designers, marketing, shipping and printers is no longer needed. Benefit from complete control over the creation and distribution of each message.
- Rapid Response: There are no longer any delays between the time a decision is made to cancel a promotion and the updating of content at your branches.

Usage Scenarios

Numerous business possibilities are created by a digital signage system:

- Update of messaging based on a new service offering.
- Counter a competitors' marketing campaign.
- Customized messaging for a branch's customer demographic.
- Inform customers of branch operating hours for the upcoming Holiday weeks in advance.

The Texas Digital Answer: VitalCAST™

Texas Digital's VitalCAST is scalable from community to region and national needs

Texas Digital has developed a powerful, yet extremely user-friendly enterprise wide digital signage solution known as VitalCAST. It enables institutions to deliver advertising, marketing and informational media on strategically located indoor and outdoor displays. Our solution will improve your customers' product recall and awareness, the effectiveness of your communication and your image as a technology leader. VitalCAST also gives you the ability to adapt to community, regional and national needs.

VitalCAST is scalable, allowing for either stand-alone or enterprise-wide content control

VitalCAST is scalable, from one location or an entire enterprise.. The result is a powerful, yet easy-to-use solution that gives immediate control over messaging at each individual display at every branch.

VitalCAST consists of three elements:

- VitalCAST Player Engine (PC).
- VitalCAST Content Manager Software.
- Indoor and outdoor displays.

Both image and video formats can be scheduled for display

Content management is easy with the ability to drag and drop “playlists” for each individual display, and schedule each playlist by time and date. Each display can be split into multiple windows of content, with media running simultaneously in each for maximum effectiveness. Both image (.jpeg, .gif, etc.) and video (.mpg, .avi, etc.) formats are easily uploaded to indoor or outdoor displays.

Texas Digital offers either a 15 or 20 inch, outdoor sunlight-readable LCD display, environmentally sealed to operate in temperatures ranging from -40 ° to 140 ° F¹.

Indoor displays (LED, LCD or plasma) are available in a range of sizes from 20 to 60-inches.

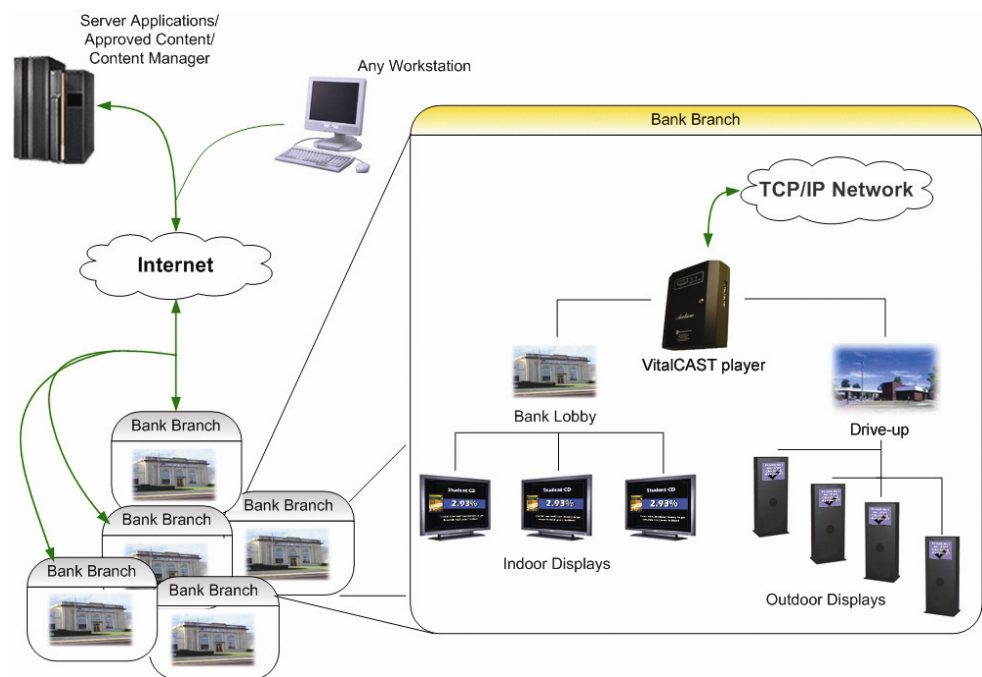


Figure 1:
Lobby and motor bank displays world-wide are controlled with VitalCAST

Key Benefits

VitalCAST benefits include:

- Consistent Messaging: Institutions can now ensure uniform, consistent communication to both indoor and outdoor displays. In

Texas Digital's solution provides many benefits and is easy to control without extensive involvement by IT staff

¹ Texas Digital has installed similar systems in over 17,000 locations worldwide

addition, the VitalCAST solution allows for company-wide control of content, eliminating issues resulting from the untimely delivery of printed collateral to multiple locations.

- Use Existing Marketing Assets: VitalCAST can incorporate existing marketing images, videos and other content.
- Drive Awareness, Recall, and Trial: Dynamic media is proven to be more effective than static images.
- Enhanced Customer Experience: Customers can view educational, informational and promotional content that serves to pass the time more quickly. Your customer now leaves with the perception of a quick transaction due to their enhanced visit experience.
- Instantaneous Updates: Changes to the content messaging can be made and displayed in minutes.

Conclusion

VitalCAST provides financial institutions with a unique opportunity to sell more products and services to existing customers and attract and retain new customers. Texas Digital's 33 years of experience delivering communication solutions ensures a proven track record of reliability and high quality products.

To learn more about VitalCAST contact Texas Digital at 800-693-2628.