

Digital Signage

Transforming the Retail Banking Experience



Transforming the Retail Banking Experience

Banks must constantly innovate to adapt to changes in consumer needs and an evolving competitive landscape. Many banks today are transforming their branches into compelling sales centers, and **digital signage** is a key component of this transformation.



The Transformation of the Retail Branch Experience

- Digital signage allows more emphasis on active selling within the dynamic branch environment.
- There is a captive audience of customers in a tightly controlled environment.
- These customers are receptive to targeted marketing messages.
- The bank can target specific product and service pitches to captive customers.
- Digital signage helps banks reinforce their branding connections with the community.



Common Branch Scenarios

A customer has been waiting in the lobby to speak with you about applying for a mortgage, but unfortunately, you keep getting interrupted by other bank personnel for signatures and other “emergencies.” You’ve politely told the customer you’ll be with her in just a few minutes, but in the meantime, she’s mindlessly thumbing through a magazine.

Imagine if, instead, the customer were watching a dynamic presentation via digital signage in your lobby about the special mortgage promotion that’s going on right now. She would already be “warmed up” for the sale before even entering your office!



Common Branch Scenarios

It's Friday afternoon, the busiest time of the week in your branch. There's a long line of customers waiting to see a teller, the waiting area of the lobby is full of customers who want to meet with a banking representative, and a non-customer just walked in to talk about opening a new account.



Imagine if a “virtual greeter” were at your entrance welcoming each visitor and apologizing for the busyness. It could then instruct visitors where to go and what to do, depending on their specific banking need, and thank them for their patience and patronage.

Why Wegener Digital Signage for Banks?



- It is interactive.
- It is high-tech and high-touch.
- It can be used to both inform and entertain customers.
- It can be customized by each branch.
- It can reduce employee headcount.
- It can serve as an additional revenue stream by incorporating outside advertising.

Benefits of Wegener Digital Signage for Banks

- Interactive, high-impact, in-branch marketing tool.
- Is eye-catching and dynamic.
- Delivers your message consistently and correctly.
- Allows highly targeted and customized messaging to a captive audience.
- Enables banks to provide continuously updated and relevant information at strategic times of the day.
- Permits cross-selling and up-selling of highly profitable bank products and services.
- Enables real-time updating of rate changes, messages and announcements.
- Decreases customers' perceived wait times.



- Increases customer acquisition and retention rates.
- Delivers controlled, targeted messaging to multiple branches.
- Ensures message consistency across the entire bank footprint.
- Promotes strong brand awareness among customers and prospects.
- Permits instantaneous content updating at all branch locations.

Bank Digital Signage: Types of Messages

Banks Products and Services

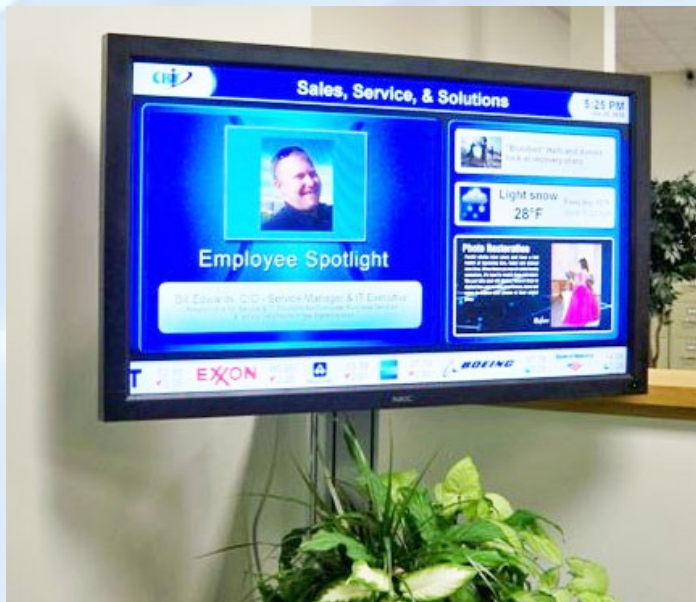
- Checking, savings and other types of accounts
- Investment products like CDs and mutual funds
- Safety deposit boxes
- Business banking services
- Online banking capabilities
- Wealth management services

INVESTING TOOLS
FUNDS LOAN MUTUAL
ACCOUNT CREDIT CARD
MORTGAGE INSURANCE
BANKING
PERSONAL BUSINESS
MANAGEMENT MONEY
SERVICE FINANCIAL
INVESTMENT

Bank Digital Signage: Types of Messages

News and Entertainment

- Cable news channels (CNN, Fox News, CNBC, etc.)
- Sports and entertainment channels
- Local news and weather feeds



Advertising

- Local service providers
- National and regional businesses seeking captive, well-targeted prospects

Community Information

- School and PTA announcements and events
- Youth sports teams' schedules and announcements
- Upcoming community events

Bank Digital Signage: The Wegener Advantage

The Wegener bank digital signage system offers a number of key advantages:

It is cost-effective

- Offers three different options for media delivery and control:
 1. IP (Internet) distribution
 2. 3G/4G cellular distribution
 3. Point-to-multipoint satellite transmission
- Equipment installed via a wired or wireless network that is not connected to the bank's sensitive IP network.
- Requires minimal training and involvement of branch staff, since control is maintained at your headquarters.



Bank Digital Signage: The Wegener Advantage

The Wegener bank digital signage system offers a number of key advantages:

It is secure

- Wegener's IP (Internet) delivery mechanism offers banks the highest level of security. It may be configured to share the bank's IT infrastructure.
- The Wegener Media Player is a closed appliance, not a general purpose PC, so it is not subject to many of the normal routes of malware infiltration.
- Satellite transmission does not expose the branch LAN to security concerns, and content transmitted via satellite may be encrypted to protect sensitive banking information.



Bank Digital Signage: The Wegener Advantage

The Wegener bank digital signage system offers a number of key advantages:

It can be localized

- General templates can be customized with local information like the branch name and hours, branch manager's name and photo, customer testimonials, local advertising, etc.

It is "green"

- Eliminates the ongoing churn of printing and distributing hundreds of paper-based posters and ads.
- System can be configured to automatically power down digital signage displays during non-banking hours.



Bank Digital Signage: The Wegener Advantage

The Wegener bank digital signage system offers a number of key advantages:

It permits audio fill

- System can provide background music from an audio playlist when signage presentation does not include audio.

It can accommodate staff training

- Training and other videos can be transmitted to branch locations for on-demand group training sessions in the branches.
- Bank management can track which training videos were viewed by which branch locations and when.



Security is Paramount

Wegener's IP (Internet) delivery mechanism offers banks the highest level of security. It may be configured to share the bank's IT infrastructure.

- The Wegener Media Player is a closed appliance, not a general purpose PC. Therefore, it is not subject to many of the normal routes of malware infiltration.
- All Wegener Media Players are based on the Linux operating system.
- Wegener keeps your system updated automatically using our Compel control system. New updates are stringently certified by the media player as having been sent by Wegener.
- Wegener Media Players only use and respond to IP port 80 (the normal port for Internet browsing), so they can sit behind the bank's firewall. New ports do not need to be enabled for operations.



Wegener Bank Digital Signage Systems

LEVEL 1

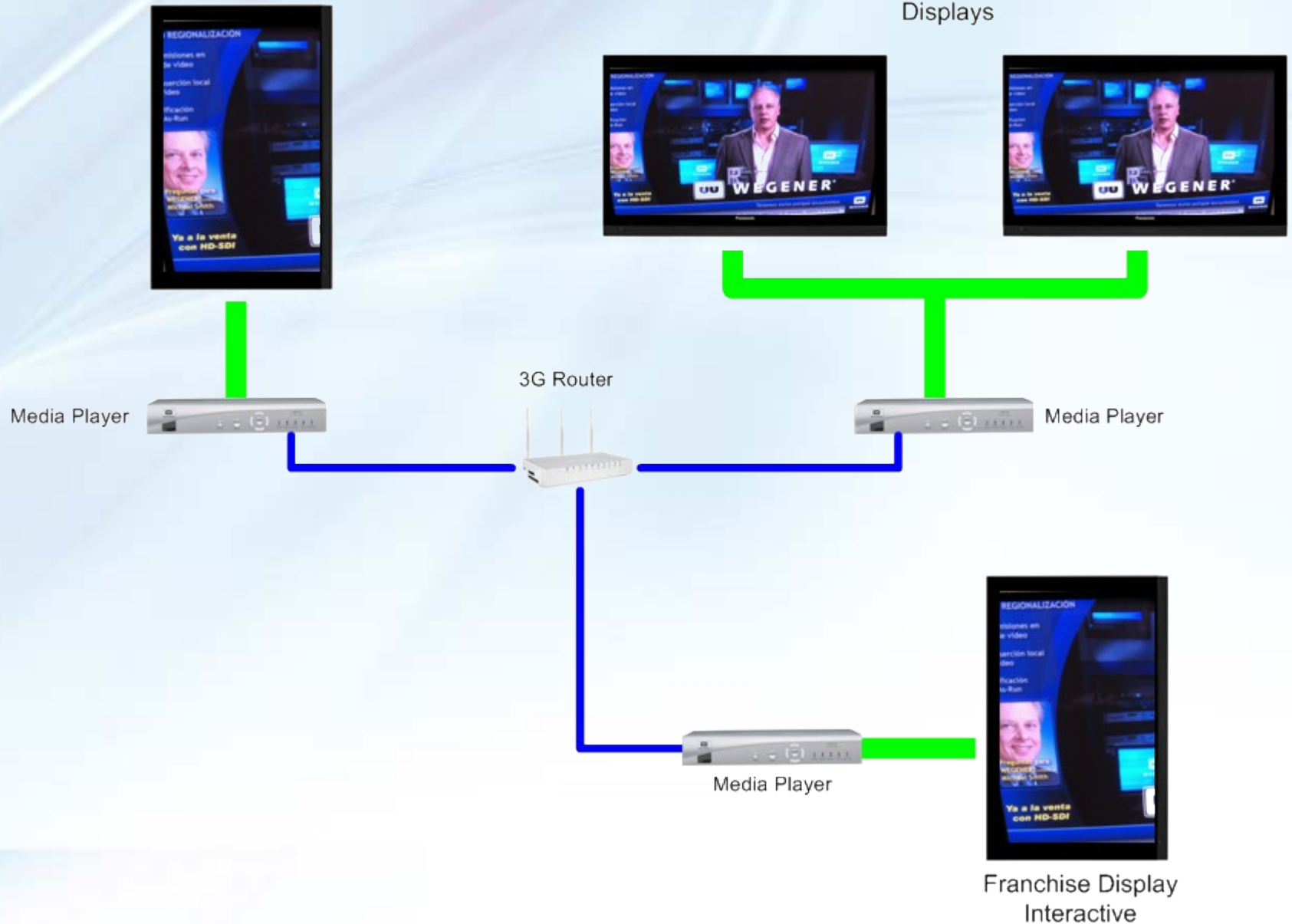


Wegener Bank Digital Signage Systems

LEVEL 2

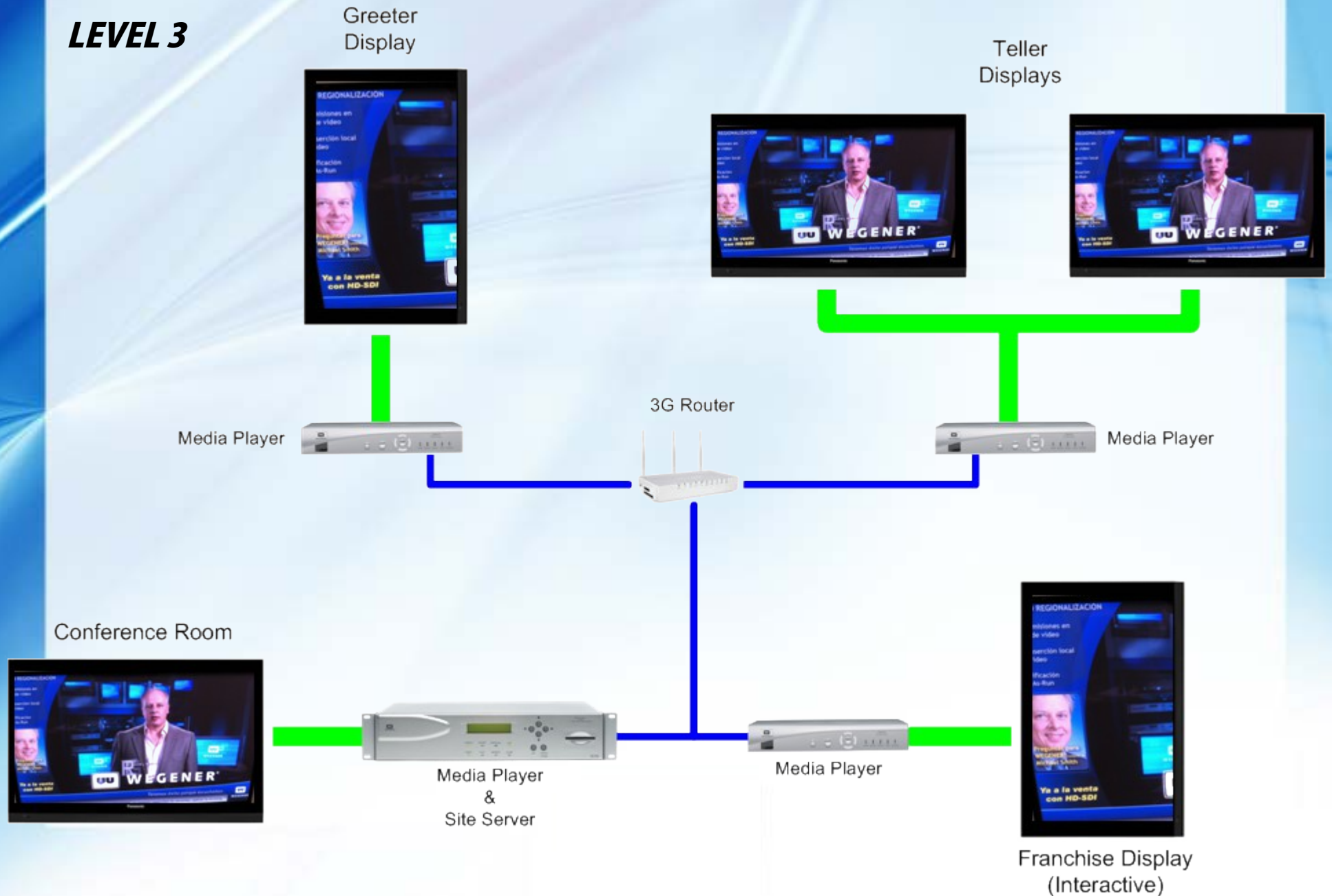
Greeter
Display

Teller
Displays



Wegener Bank Digital Signage Systems

LEVEL 3



Additional Wegener Offerings

- Drive through displays
- Content development and production
- System monitoring (NOC)
- Exterior digital signage
- Leasing



Wegener's Digital Signage Pilot Program

What Wegener provides:

- Equipment
- Installation
- Training
- Materials
- Support

What the bank provides:

To come...



Wegener equipment provided:

To come...



Timeline For Pilot Program

Installation:

Site Survey — One hour with bank personnel

Level One — One full day

Level Two — One and one-half days

Level Three — Two full days

Integration:

To come...

Launch:

To come...

Live Pilot Program:

To come...

Retail Cost: To come...

Extended Price: To come...



Requirements for Wegener Pilot Program

Wegener requires the following from banks that desire to be pilot partners:

- Adequate wall and floor space
- Floor collaboration with marketing/advertising team
- Collaboration/planning with bank manager
- Usage of electrical power and outlets



Considerations for Potential Pilot Partners

Wegener will consider the following when analyzing potential pilot partners:

- Will the bank document the process (via video, still photography, etc)?
- Will the bank provide demonstration opportunities for Wegener?
- Will the bank help Wegener publicize the digital signage system? (For example, by providing quotes about Wegener's performance and professionalism and the system's value to bank.)



How Banks Are Spending Their IT Budgets

- Banks in North America will spend approximately \$53 billion on IT in 2012.
- Among these IT expenditures will be new technologies to help improve branch sales and relationship marketing capabilities.
- Banks will add technologies to help branches provide better sales and relationship marketing capabilities.
- Branches are expected to evolve from transaction centers into sales centers.
- “Branch sales tools” were listed as a top 3 small business IT priority by 35% of banks.



Source: 2012 Bankers As Buyers research survey, The William Mills Agency

About Wegener

Wegener is an international media distribution equipment provider that was founded in 1978 and is headquartered in Johns Creek, Georgia, just north of Atlanta. Wegener provides end-to-end media distribution solutions for:

- Digital Signage
- Background Audio
- Broadcast Radio
- Broadcast and Cable Television



More than 100,000 Wegener media players are currently deployed worldwide, and Wegener control systems support more than 150 million regional ad-insertions per month.

Wegener is more than just a solid technology company: Our vast experience and insight have enabled us to create cutting-edge products and services demanded by corporations around the globe.

Wegener is a publicly traded U.S. company, trading on the Nasdaq stock market under the ticker symbol WGNR.



Digital Signage in Powerhouse Banks

Wegener has built a tremendous digital signage business featuring:

- Service longevity
- High player counts
- Client loyalty in geographic areas known for their difficulty of operation and cooperation

In Mexico, more than 5,000 Wegener Media Players are operating digital signage systems in nationwide branch locations of such powerhouse banking institutions as Banamex, Santander and HSBC. Approximately 80% of all banks in Mexico use Wegener Media Players and screen displays.

“We decided to go with Wegener because every time we gave them another challenge or a brand new requirement, they worked with us to provide thoughtful solutions and overcome challenges. Wegener acted not just as a supplier, but as a partner. They gave us the feeling that whatever challenges we faced, they would be there to work through them with us.”

(Title of this person and name of his/her bank)

