

BANKING AND FINANCIAL APPLICATIONS

Customer facing, brand messages and real-time data

Digital displays can inform customers about loans, investment accounts, and other banking products; as well as display current rate information and other market-driven data in the lobby.

Digital signage provides the means to broadcast dynamic messages with relevant information that current and prospective clients are looking for from their bank or credit union.

Interactive, touch screen signage can provide access to customized information while reducing the work load on bank employees. Electronic displays are ideal for displaying current mortgage and CD rates, quotes and more.

Cost effective, automated data feeds including stock market feeds; commodities, currencies and financial news are easily received, integrated and displayed and will drastically reduce the cost of updating and reprinting brochures and other marketing collateral.

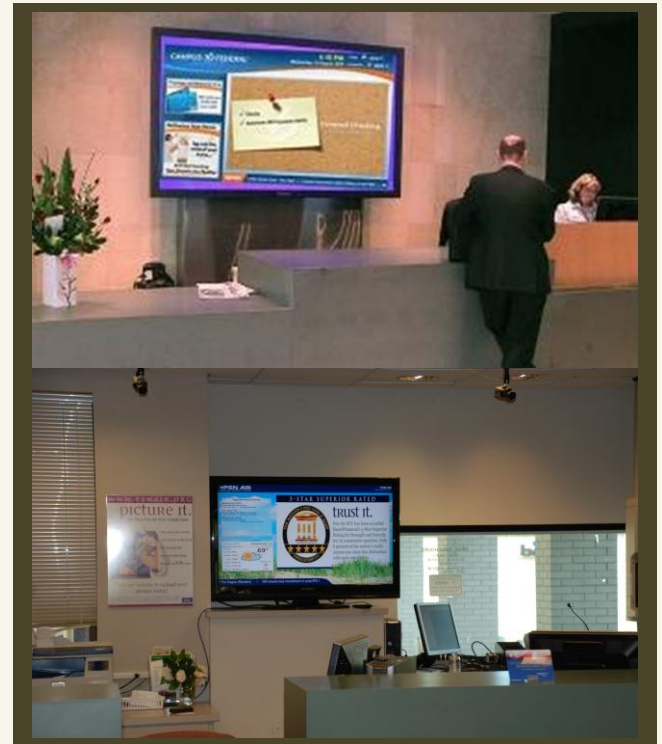


WHAT DIGITAL SIGNAGE CAN DO:

- Cross-promote products and services
- Direct visitors with building maps
- Integrate with back-end systems to display rates
- Display events and daily meetings
- Employee training
- Act as an advertising tool
- Reduce cost of print advertising

Where digital signage can go:

- Waiting lines
- Lobbies
- Office areas
- Break rooms



Visit our website today to find out more about the advantages of digital signage

EDN provides digital signage to banks, credit unions and financial institutions that offer an ideal platform to disseminate information and promote products and services to visitors and customers.



Digital signage is COST-EFFECTIVE

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

Digital Signage is CENTRALIZED

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

Digital Signage is FOCUSED

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

Digital Signage is DYNAMIC

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

Digital Signage is VERSATILE

From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

WHAT IS DIGITAL SIGNAGE?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



Digital Signage is ATTENTION GRABBING

Getting the attention of your audience is the most important part of any display. With "video-like" digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.