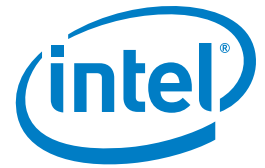


## SOLUTION BRIEF

### 2nd Generation Intel® Core™ vPro™ Processor Family

Retail Banking  
Digital Signage



# Transforming the Retail Banking Experience with Digital Signage

Many banks today are investing in digital signage as part of branch renovations in an effort to transform the banking experience into the modern, innovative experience customers expect.



## Supporting Marketing Goals with Digital Signage

Banks are constantly innovating to adapt to changes in consumer needs and an evolving competitive landscape. To attract and retain customers, many banks are transforming their branches from traditional service centers to compelling retail destinations. Digital signage built on Intel® technology is part of this effort. Banks are promoting products and services in engaging and memorable ways by displaying rich, dynamic content developed by The Kane Graphical Group on digital signs built on Intel® technology. Messaging can be updated easily and electronically across all branches without incurring additional costs in printing, time, and logistics. Even better, content can be specifically targeted to the consumer viewing the screen at any given time.

Perhaps best of all, sophisticated analytics software inside the screen is constantly measuring the messages' effectiveness, allowing banks a clear picture of what works and what doesn't. Armed with this information, they can fine-tune and improve the messaging for better return on investment (ROI).

## Business Intelligence through Analytics

Business intelligence helps banks deliver key messages and targeted product offerings to the customers who are most likely to want them. Digital signage based on the 2nd generation Intel® Core™ vPro™ processor family and with

built-in optical devices have the power to run advanced anonymous video analytics (AVA). AVA captures audience impression metrics and can also deploy targeted ads based on demographics such as age and gender—all while logging statistical audience data. Digital signage with AVA contributes the following to digital marketing strategies:

- Collects demographic information and then delivers targeted messaging or other content to each bank visitor, increasing the power of marketing messages and driving sales.
- Gauges audience interest by tracking how many individuals viewed each screen, how long each viewed it, and differentiating viewership by gender, age, and time of day.
- Uses collected information to correlate displayed messages to in-branch purchases and to inform marketing program planning.
- Avoids concerns about customer profiling and privacy, as AVA does not store images or collect personally identifiable information.

## Content-Rich Displays with Power to Perform

The technology behind our newest digital signage is exciting, proven, and full of promise for small- and mid-sized banks with plans for growth. But digital signage success depends as much upon fresh, robust content as delivery. The Kane Graphical Group has more than 40 years of experience in developing bank signage and strategic messaging across all



Digital signage based on Intel® technology can help banks transform their branches from traditional service centers to compelling retail destinations.



on-site media. Now, working with Intel, The Kane Graphical Group offers on-target retail merchandising content that also delivers important business intelligence. Your marketing goals will be met with:

- Knowledgeable content. The Kane Graphical Group's longtime immersion in bank merchandising gives you a distinct advantage in the competitive retail banking industry.
- Superior computing performance, with the ability to display high-definition video and 3D graphics, while simultaneously running AVA to target messaging content and collect business intelligence.
- The ability to coordinate content across multiple interactive displays including video-wall and tabletop configurations.
- The remote manageability features of Intel® Active Management Technology (Intel® AMT),<sup>1</sup> a feature of Intel® vPro™ technology,<sup>2</sup> help keep content up to date across signs in multiple branches while reducing total cost of ownership (TCO).
- Intel's open pluggable specification (OPS) helps to standardize the design and

development of digital signage devices and pluggable media players, simplifying interoperability.

Digital signage running on the 2nd gen Intel Core vPro processor family is designed to perform without adding to in-branch IT maintenance. This allows bank managers to focus on business without worrying about signage downtime. Remote management of digital signage means:

- Lower maintenance costs and fewer branch visits for upgrades, patches, and repairs.
- Displays can be scheduled to power down during off hours to reduce TCO.
- Bank customers get the in-branch experience they expect.

### Adding Digital Signage to Increase Market Share

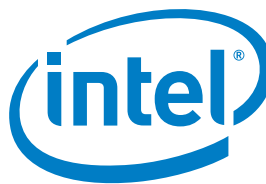
Displaying Intel technology-based digital signage in branch transformation projects does more than change the look of a bank lobby. It contributes to digital marketing efforts by collecting valuable business intelligence while delivering targeted messaging to bank customers.

## BENEFITS OF DIGITAL SIGNAGE

- **Great customer experience.** Give customers the engaging retail experience they expect, with relevant information delivered in a great-looking format.
- **High performance.** The solution is optimized to take full advantage of the power of Intel® technologies.
- **Flexibility.** Support for simple integration with content and IT management systems.
- **Easy maintenance.** The remote management capabilities on the 2nd generation Intel® Core™ vPro™ processor family allow marketing managers to manage multiple systems from one central location.

For more information on Intel technologies for digital signage, visit:  
[www.intel.com/go/digitalsignage](http://www.intel.com/go/digitalsignage)

For more information about Kane Graphical, visit:  
[www.kanegraphical.com](http://www.kanegraphical.com)



<sup>1</sup> Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware, and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. Results dependent upon hardware, setup, and configuration.

<sup>2</sup> Intel® vPro™ technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software, and IT environment. To learn more visit: [www.intel.com/technology/vpro](http://www.intel.com/technology/vpro).

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