

The Ultimate in Compelling Digital Branch Communication

Leading banks are increasingly investing in providing their customers with a compelling and integrated banking experience. Access to easy and consistent services through mobile and internet banking, self-service devices, and within the branch are an important elements of this strategy. The provision of attractive, up to date, and informative communications on financial products and services are also an essential tool to increase revenues through enhanced branch sales.

WWS Signage is the perfect solution for the efficient creation and delivery of multimedia information and product promotions to your customers. WWS Signage is easily deployed on in-branch digital displays and self-service devices.

WWS Signage is easy to deploy and quickly mastered by marketing staff. WWS Signage is a highly cost effective solution that will enhance your customers' branch experience, empower the branch staff, and increase product awareness and sales.



- ✓ *WWS Signage is an elegant addition to any omnichannel communication strategy*
- ✓ *WWS Signage supports any combination of display devices including digital signage displays, ATMs, Kiosks, Assisted Service Devices, and standard browsers*
- ✓ *Any number of display layouts can be created and assigned to any group of display devices for unmatched communication flexibility and convenience*
- ✓ *Interactive information browsing and document viewing via kiosk terminals*

Features at a glance

Versatile

WWS Signage makes it easy to manage multiple communication plans with each plan enabling differentiated content to be delivered to different display locations. The criteria used to define communication plans include single branches or groups of branches, geographical regions, and different groups and types of display device.

The marketing content supported by WWS Signage includes:

- ✓ *Institutional and brand promotions*
- ✓ *Product and services information and special offers*
- ✓ *Third party media including news and weather feeds, tickers, etc.*

Flexible

WWS Signage is well suited to the delivery of multimedia content to a variety of device including PC, tablet, smartphones, and digital displays. Content can be delivered using VGA, HDMI, LAN networks, and the Internet.

Easy to Use

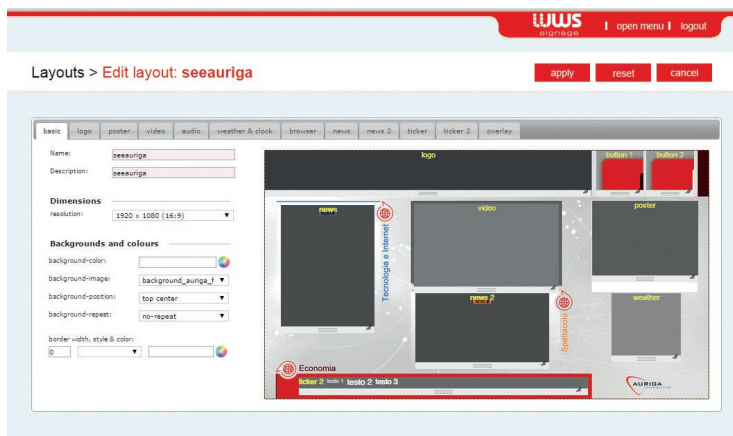
WWS Signage provides an intuitive drag & drop interface and a variety of features that enable professional results to be achieved with minimal effort. Standard editing features include:

- ✓ Easily configured text, image, and video display areas and layering
- ✓ Supports a wide range of video clips, image formats, and display transitions



How does it work

The WWS Signage Console is designed for ease of use and promotes efficient and optimum management of the system. Non-technical users can easily create and validate the Bank's communication content and automatically deploy the validated communication plans. User roles and permissions are fully configurable including the ability to remotely access the system.



Create Display Layouts

New display layouts are created using a drag and drop preview tool that allows the designer to rapidly assemble combinations of text, images, videos, audio, news feeds, and many other display objects. The display attributes for each object type are easily adjusted and the results immediately visible in the preview tool. Standardised display templates can also be created for even greater productivity.

Terminal Management

Approved display layouts are easily mapped to specific or groups of display terminals including kiosks, normal desktop PC, tablets, ATMs, smartphones, and smart TVs. The display status of all terminals is continually monitored and a preview of the active content on any terminal is easily retrieved through a standard browser.

