

SOLUTION BRIEF

2nd Generation Intel® Core™ Processor Family

Retail Banking

Digital Signage



Intelligent Systems

Making Bank Brands Come to Life with Digital Signage

Create immersive experiences that deepen customer relationships and deliver measurable performance.



Since 1998, Creative Realities has provided the full range of services necessary to bring a bank's digital technology vision to life.

The opportunity banks have to reach out and connect to customers with compelling and relevant content using in-branch digital displays or signage has never been better. New technology can bring the excitement of online digital signage into bank retail branches and take bank marketing to a whole new level.

The larger, more vibrant displays of today's digital signage enable a bank to make a positive impression. They introduce a new dimension to in-branch marketing: an immersive brand experience. Equally important, digital signage's results make it worth the extra investment over traditional printed posters.

How much more effective is digital signage? Intel conducted a three-month study that revealed digital signs captured an average of over 400 percent more views than a static sign.¹ For banks, this provides positive proof that the way to gain today's on-the-go consumers' attention is with digital signage.

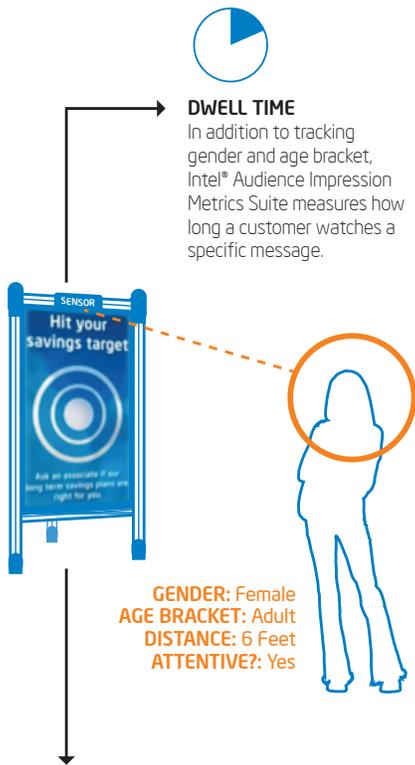
However, banks should consider more than just having digital signs with typical content. A big part of achieving success is developing eye-catching, mind-engaging, original content designed to unlock the true potential of the medium. While the initial approach to digital signage was to

repurpose what was being done on television or in print, the most innovative brands are employing digital brand-experience companies such as Creative Realities to take advantage of the unique capabilities of digital signage.

Along with content designed for the medium, another important part of the picture is smart technology. For this reason, Creative Realities uses Haivision digital signage systems equipped with Intel® Audience Impression Metrics Suite (Intel® AIM Suite). This innovative technology enables the creation of solutions that recognize a viewer's gender and age bracket to display relevant content for the audience.

Such intelligent technology can also track viewership metrics, including dwell time—how long someone watches a message. The Haivision digital signage solution uses these metrics to automatically play the advertising messages proven to be most effective, targeting the right people at the right time. For banks, this means not just quantifiable results, but the ability to continuously improve them. That's why today's smartest banks are looking to digital signage solutions like these to achieve brand reinforcement, deepen customer relationships, and cross-sell products and services.

Figure 1. Intel® Audience Impression Metrics Suite and Haivision's CoolSign* system provide a powerful way to display the right message for every viewer.



DATA COLLECTION

The Haivision CoolSign* system uses the demographic information and dwell time results to automatically run the best-scoring messages, correlate viewed messaging with branch sales, and identify when content needs refreshing.

Accelerating Digital Signage Installation

Digital signage is a big investment for any bank and often part of an even bigger investment updating branches. With so much at stake, banks need to be sure they're making the most cost-effective investment they can in the technology. Yet most banks don't have the staff or expertise required to plan, install, troubleshoot, and maintain digital signage. Financial services are their focus.

It's also difficult for bank marketing staff to be proficient at creating content for all media. And most advertising agencies don't have the skill sets in technology or the development of digital signage experiences to be effective.

To fill this gap, technically adept, comprehensive digital signage solution companies such as Creative Realities have emerged. Since 1998, this digital brand-experience firm has provided the full range of services necessary to bring a bank's digital technology vision to life. These services include:

- Consulting
- System design (hardware and software)
- Testing markets and running pilot programs
- Installation and integration with other bank systems
- Content creation and hosting services for distribution and data collection
- Tracking and analyzing return-on-objective (ROO) metrics
- System management and maintenance
- Training on tasks a bank wants to handle internally

A big advantage with Creative Realities is experience. The company has successfully completed over 15,000 installations in the United States, Asia, and the United Kingdom. Its 250,000 square-foot operations center in Fairfield, New Jersey provides the hosting services for many of these installations.

Equally important, Creative Realities has a fully staffed, award-winning digital experience design studio in New York City. Its agency-trained staff has grown up in the digital age and knows how to use its tools to captivate and engage customers. For them, the Web is not something people access occasionally. It's something that's all around us, and we can interact with it wherever we work, shop, play, and bank. It's an integral part of life. And digital signs are part of that continuous online engagement we have come to expect.

Creative Realities provides the complex coordination of hardware, software, creativity, and systems administration necessary to deploy digital brand experiences that achieve results through in-branch digital media networks, mobile and tablet experiences, and unique technologies to reach people on the go. Creative Realities hosts thousands of system sites on its servers, providing 24/7 monitoring and maintenance with an in-house customer service team and network of over 2,500 onsite technicians.

Smart Results Start with Intelligent Solutions

To provide maximum ROO, Creative Realities teams with Haivision and Intel to build effective solutions. These solutions are designed to track results and continuously display the best performing content to improve results in real time. Content delivery can be customized to provide different messages depending on gender, age bracket, time of day, and even parts of the country.

Haivision CoolSign* Digital Signage Solutions run on platforms using the 2nd generation Intel® Core™ processor family to bring valuable intelligence to the system. Working together, Intel and Haivision have integrated the necessary hardware and software for a superior solution that delivers targeted messaging, continually improving advertising effectiveness and measuring results.

Haivision's CoolSign systems are fully scalable hardware and software solutions capable of

running a digital signage network spanning a few branches or thousands. The built-in intelligence of the system enables:

- Centralized content development, distribution, and scheduling for fast dissemination of messages and efficient content management.
- Data collection and analysis for determining message effectiveness for various demographics, time of day, week or month, and locations.
- Sophisticated networking and remote management for improving security and reducing operating costs. Remote management eliminates many of the expensive IT trips into the field to maintain, update, and repair systems.
- Easy system expansion to handle future branch additions and mergers.

Delivering the Right Message Every Time

Intel AIM Suite is based on the principle that what can be measured can be improved and optimized. Integrated into the digital signage equipped with optical sensors, this software uses anonymous face-detection algorithms to collect data on audience age bracket, gender, and dwell time. Tight integration between Intel AIM Suite and Haivision's CoolSign system enables collected data to feed directly into the CoolSign analysis engine to provide extensive metrics on customer response to bank merchandising campaigns. This data is used to:

- **Prompt signage systems to show content targeted to the person in front of a particular display.** A sign can display one message targeted for an 18-to-24 year old man when he approaches, and when a 55-to-65 year old woman approaches, a different targeted message for her age and sex is displayed. With Intel AIM Suite, a system of thousands of displays can always show the right message to the right person every time.



THE FLUID DYNAMICS OF BRAND EXPERIENCES

In years of working with retail planners and designing, installing, and operating digital experiences for financial institutions, such as Bank of America, Fidelity, and Wells Fargo, Creative Realities has studied how people interact with digital signage using their smartphones, iPads*, and other such devices. Here are some of the company's tips on how to integrate the physical and virtual spaces for maximum effectiveness.

- **View bank retail store layouts like web pages.** In web design, the hot zones are where people dwell on a particular page, interacting more with some content than others. Likewise in a branch, people move quickly through some spaces and slow down and congregate in others. These latter areas are the hot zones.
- **Go with the flow.** Information on traffic flow in branches can be used to inform digital sign placement and messaging. The experience a particular sign gives should match the mindset of a customer at that particular stage of the branch experience. For example, a digital sign behind the teller station can display relevant information, such as weather and news, to attract attention to accompanying brand messaging.
- **Use dynamic content instead of static.** Use the dynamic nature of the medium to draw people into the messaging. Simply repositioning poster content to display on a digital screen will not draw customers' attention. The most innovative brands are developing appealing, intelligent, and original content to exploit the unique capabilities of digital signage.
- **Use digital signage to direct traffic.** Digital signage provides an excellent tool for changing traffic patterns and encouraging interaction. For instance, a kiosk or series of free-standing digital sign panels can be used to channel people to one side of a branch. Digital signage on an end wall can draw people's attention through dynamic imagery, enticing them to move farther into a branch for a better look.
- **Engage people in longer experiences wherever they are waiting.** The areas where people tend to wait are perfect locations for longer, more targeted brand experiences. For instance, digital signage equipped with Intel® Audience Metrics Suite and placed near counters where people fill out deposit and credit slips or wait for a customer service representative can take advantage of the longer dwell time to show content tailored to the gender and age of the viewer.

- **Automatically run the best-scoring messages.** Each sign with Intel AIM Suite can prioritize messages based on dwell-time results, which gives digital signage an incredible advantage. Automatic prioritization allows each sign to continually improve results by giving the most effective content the most air time.
- **Provide viewing data for correlation to in-branch sales for return on investment computations.** The data collected by the system enables banks to compare viewed messages hour by hour in each branch with sales of various products and services at that branch.
- **Analyze and identify local branch and regional trends.** Regional marketing managers can collect and act on information for an individual branch location or to spot trends for the region as a whole. For example, by linking the time people viewed the sign to branch signups for advertised home loans or brokerage accounts, marketing managers can determine when a particular message is

most effective by time of day, day of week, or season, as well as identify when content is growing stale and needs refreshing for a single branch or the entire region.

Needless to say, everyone is concerned about customer privacy. All data collected by Intel AIM Suite maintains total anonymity and complete respect for people's privacy by adhering to the 7 Foundational Principles of Privacy by Design.²

Make Digital Signage a Reality with Creative Realities

Right now, potential customers can walk into a branch and wonder if this is where they should bank. How will the bank engage them, win their loyalty, and measure whether and how well it has succeeded?

Encouraging customers today to embrace a brand, act on an advertising message, and partake in a deeper conversation requires a meaningful, immersive experience that captivates their attention and connects with their personal interests. Banking is no longer simply going to the bank. It's the continuity of

the experience people have when they visit the bank's web site, go into a branch, make an account transfer on their smartphone, or deposit a check at an ATM.

Through the use of Intel AIM Suite and Haivision CoolSign Digital Signage Solutions, Creative Realities can design systems that help engage bank customers (see sidebar). Banks can engage with Creative Realities at the level that suits their needs. Creative Realities can provide a turnkey solution, including all hosting and creative services, and be the digital brand experience partner for years to come. Or it can provide a la carte services and train bank staff to implement and maintain digital signage to achieve measurable results.

Now is a good time to consider digital signage. A transformation is occurring in how people use and relate to media. Companies that recognize this change and act may not only be more successful in the short run, but they may also be the leading brands of tomorrow.

For more information on Intel® retail solutions, visit: www.intel.com/retailsolutions

For more information on Intel® technologies for digital signage, visit: www.intel.com/p/en_US/embedded/applications/digital-signage

To find out more about Creative Realities and the Haivision CoolSign system with integrated Intel AIM Suite, contact info@cri.com or visit www.cri.com



¹ Intel Corporation, "A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage," <http://download.intel.com/embedded/applications/digitalsignage/325223.pdf>

² Ann Cavoukian, "Privacy by Design," www.ipc.on.ca/images/resources/7foundationalprinciples.pdf and www.privacybydesign.ca

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