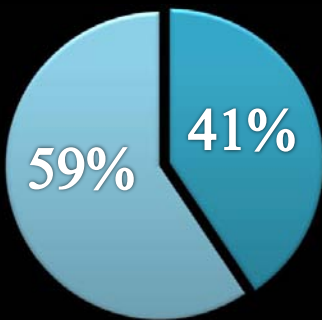


# BLM Bulletin



## DIGITAL SIGNAGE

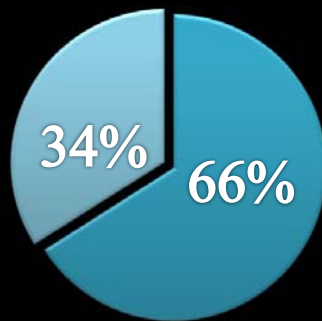
Have you implemented digital signage?



**HAVE DEPLOYED**  
**HAVE NOT DEPLOYED**

197 Respondents

Do you believe your financial institution will begin implementing digital signage within the next 12-24 months?



**NO**  
**YES**

88 Respondents

## OVERVIEW

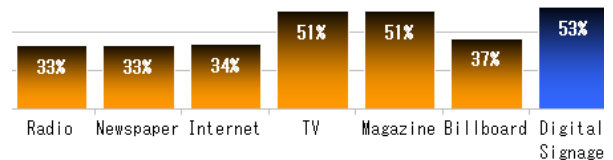
**Digital signage** is an eye-catching, technologically and economically-superior way of getting dynamic messages out to customers. Much different from your normal paper print ad; with digital signage, stagnant information can be brought to life with bright and spectacular digital video, animation, text, web pages, audio or even live television that can update and stream 24-7. A financial institution can design any layout on their network, manage and schedule information – remotely to all or only specific branches.

As your customer waits in the lobby they can be watching powerful, visually-diverse digital messages with content-rich information such as rates on loans and CDs, new products and services, company/community events, RSS feeds – the possibilities are only limited by your imagination.

Simply put, digital signage is the perfect solution to install around **reception areas**, behind **teller desks**, next to **ATMs**, in private waiting areas or **building entrances**. It is the future of advertising and high-level customer service. Financial institutions that are serious about meeting their marketing goals need an experienced management approach to ensure their network will function at its highest level.

## REASONS FOR DIGITAL SIGNAGE

- Improve company focus and brand image
- Increase ROI and sales revenue
- Improve the customer experience
- Productivity reports & customer behavior statistics
- Reduce environmental impact & printing costs
- Centralized management of content including these specialized abilities:
  - Create real-time dynamic content with advanced graphics, animation and technology
  - Screen splitting for unlimited zones
  - Push content to multiple devices and branches
  - Advanced scheduling based on time, day, month or specific date range
  - Ability to rotate among different setups of screen division designs. Multiple playlists with flexible assignment to display.
- **Digital Signage ads are proven to work over billboard, magazine, TV, internet, newspaper and radio advertising – see chart below.**



## BENEFITS

- Greet visitors, provide directions, hours of operation & announce organization or community events simultaneously on one screen
- Introduce new products & services or promote existing ones
- Announce special terms or rates on loans
- Tell your story and what makes you different
- Improve customer satisfaction, conversion and retention, reduce perceived waiting time
- Use a camera to display visitors as they enter the building
- Customizable to your branch and the demographics

All of the benefits of digital signage boil down to three principles: cost savings, effectiveness and efficiency.

## DEVELOPING A PLAN

If you are considering digital signage, begin your plan with the following questions:

1. How many locations and displays do you want to run the content on?
2. What type of content do you want to display (static images, video, RSS feeds, live TV)?
3. Will the content be the same on each screen, or different content on different screens?
4. How do you want to manage your content and be able to change or update it?
5. Do you want to remotely control the on/off and volume functionality of the screen or confirm when content is played?
6. Based on location displays, will you have potential security issues? (Can someone simply turn off the display, change channels, or even tamper with or remove the player?)
7. Does your existing network have the bandwidth to support digital signage traffic?

As expected, costs will commensurate as features

are added but an advanced digital signage system can deliver the ultimate in management, control and functionality.

## BLM YOUR DIGITAL SIGNAGE PARTNER

Determining your organization's digital signage needs and configuration can be daunting. You want to make sure that the dollars you spend towards new assets and technology will be the best solution for your organization. BLM is here to help.

With more than 25 years of dedicated service to financial institutions, our customers rely on us to provide them with the comprehensive information they need to make informed decisions about technology investments.

And our carefully cultivated, strong relationships with the leading manufacturers of digital signage allow us to provide additional benefits and deliver a hassle-free, productive end-user experience. So whether you have a digital signage system in place or want to implement a new one, our solution is custom designed for our customer's needs or preferences:

- System Design
- Hardware Sales of Screens, Mounts & Players
- Equipment Installation
- On-site Hardware Maintenance & Repair
- Content Management Software
- Inventory Management
- Network Administration & Planning Management

As digital signage offers a more precise way to target your audience with strategic messages at the most opportune time while increasing ROI and efficiencies, make sure you have all the information you need.

Contact us today to discuss the digital signage solutions you must have to compete in today's financial industry and the digital information age.



## DIGITAL SIGNAGE

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