

## THE DIGITAL SIGNAGE SOLUTION – utilizing new technology to engage customers and improve their experience through digital merchandising

With the installation of plasma monitors, digital signage promotes direct communication to your target audience within each bank or credit union. Using centralized and accessible administrative controls that determine the content displayed, information is specific, current, and relevant. This also allows for complete control of the complexity or simplicity of the information offered.

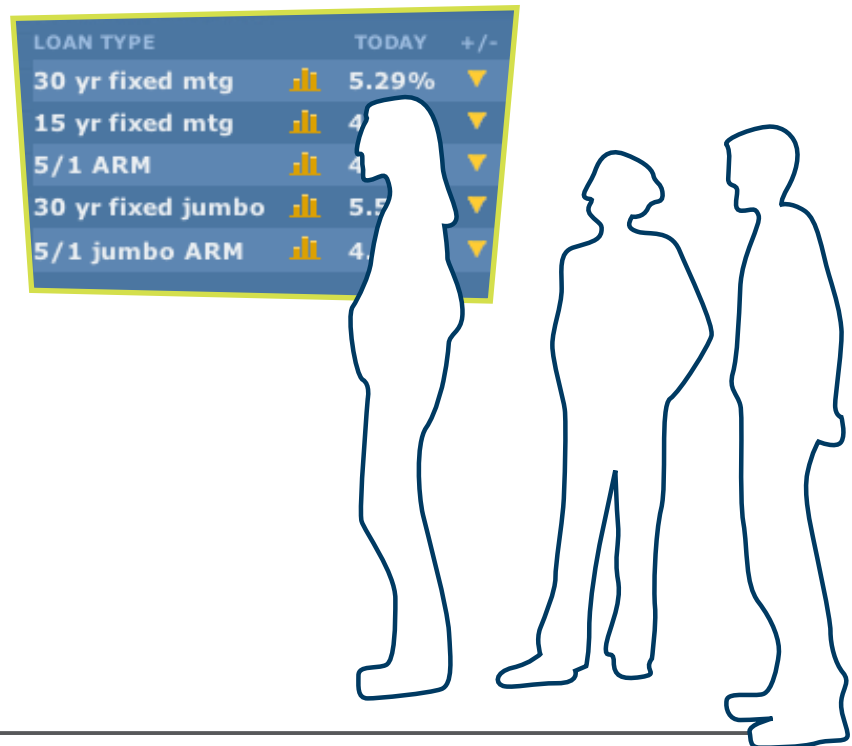
### CAPTURE THEIR ATTENTION

In-branch advertising is more affordable and available through electronic communications capabilities. Whether small or large, varying interactive displays can be customized to fit each organization's needs and budget. Flexibility allows customers to be informed of products and services, frequently changing rates, promotions, and the like.

### CAPTIVATE THEIR IMAGINATION

Make an impact through new media. Market members while they are in the branch and increase revenue by doing so. This visual and interactive environment significantly reduces perceived wait times by engaging customers.

Seeing is believing.



LOAN TYPE	TODAY	+/-
30 yr fixed mtg	5.29%	▼
15 yr fixed mtg	4.00%	▼
5/1 ARM	4.00%	▼
30 yr fixed jumbo	5.50%	▼
5/1 jumbo ARM	4.00%	▼