

TECHNOLOGY THAT TRANSFORMS

SEAMLESS DIGITAL SIGNAGE INTEGRATION FOR INNOVATIVE BANKING EXPERIENCE



Digital signage transforms branches into dynamic, immersive spaces that drive engagement, enhance brand storytelling, and create memorable customer journeys.

- ✓ Modernize the in-branch experience & increase customer engagement
- ✓ Deliver real-time, dynamic messaging for promotions & financial education
- ✓ Boost cross-sell opportunities & drive product adoption
- ✓ Reduce operational inefficiencies & minimize static signage costs
- ✓ Standardized messaging across multiple branch locations

DIGITAL SIGNAGE PACKAGES FOR EVERY BRANCH EXPERIENCE

CORE IMPACT ESSENTIALS | Foundational Digital Signage & Atmosphere

If your branch is still using static posters or outdated digital screens, this is the best first step toward modernizing the customer experience.

It establishes a seamless, inviting atmosphere with essential digital signage and overhead music solutions.

HARDWARE & TECHNOLOGY

- Commercial-grade digital signage displays (lobby, service desks, teller areas).
- Overhead music system with zone control for consistent ambiance.

STRATEGY & CONTENT

- Custom content playlists aligned with branding and campaigns.
- Core content management software for real-time updates.
- Nationwide installation & dedicated support services.

BUSINESS OUTCOMES & ROI

- Reduce costs by eliminating outdated static signage.
- Create a modern, branded environment that enhances customer perception.
- Establish a scalable foundation for future digital upgrades.



ADVANCED ENGAGEMENT SUITE | Interactive Experiences & Customer Storytelling

If your branch wants to move beyond passive signage and create real-time, interactive customer engagement, this package is ideal.

It elevates in-branch engagement with interactive content, dynamic promotions, and multi-screen storytelling.

HARDWARE & TECHNOLOGY

- Interactive digital signage displays at high-traffic customer interaction points.
- Stretch pillar digital signage for in-branch storytelling & promotions.
- Enhanced overhead music system with multi-zone control.

STRATEGY & CONTENT

- Custom interactive content creation guiding financial life journey conversations.
- Advanced content management software for multi-location control.
- Bespoke content creation aligned with marketing campaigns.
- Seamless nationwide deployment & managed support.

BUSINESS OUTCOMES & ROI

- Increase dwell time & customer interaction by 30%.
- Improve product cross-sell & upsell opportunities.
- Modernize the in-branch experience to align with digital banking expectations.

IMMERSIVE EXPERIENCE MASTERY | Flagship-Level Digital Transformation

If your bank wants to create a signature, high-impact customer experience that differentiates flagship locations, this package delivers immersive digital storytelling at scale.

It creates a fully immersive, high-impact branch experience with interactive storytelling, high-resolution visuals, and personalized engagement tools.

HARDWARE & TECHNOLOGY

- Transparent LED displays for high-impact storytelling & visual engagement.
- Multi-screen, multi-user interactive walls for personalized guided experiences.
- Double-sided LED feature walls for customer zones (cafés, lobbies, lounges).
- Tabletop tablets on RFID mounts for financial education & interactive services.

STRATEGY & CONTENT

- Multi-layered content management for full integrated digital touchpoints.
- Custom dynamic content creation for storytelling & customer engagement.
- Ongoing content strategy support to keep messaging fresh.
- Dedicated support & optimization for high-performance digital experiences.

BUSINESS OUTCOMES & ROI

- Differentiate flagship locations with high-impact digital storytelling.
- Increase foot traffic & in-branch engagement.
- Reinforce brand identity & customer loyalty through a memorable experience.



NETWORK EVOLUTION STRATEGY | Scaling Digital Signage Across a Branch Network

If your institution is expanding, merging, or modernizing multiple branches, this package provides a scalable, centralized approach to ensure seamless brand consistency across all locations.

It supports financial institutions in rolling out digital signage at scale—whether through mergers, acquisitions, or network modernization efforts.

HARDWARE & TECHNOLOGY

- Transparent LED displays for high-impact storytelling & visual engagement.
- Multi-screen, multi-user interactive walls for personalized guided experiences.
- Double-sided LED feature walls for customer zones (cafés, lobbies, lounges).
- Tabletop tablets on RFID mounts for financial education & interactive services.

STRATEGY & CONTENT

- Multi-layered content management for full integrated digital touchpoints.
- Custom dynamic content creation for storytelling & customer engagement.
- Ongoing content strategy support to keep messaging fresh.
- Dedicated support & optimization for high-performance digital experiences.

BUSINESS OUTCOMES & ROI

- Differentiate flagship locations with high-impact digital storytelling.
- Increase foot traffic & in-branch engagement.
- Reinforce brand identity & customer loyalty through a memorable experience.

UNLOCK THE POTENTIAL OF YOUR BRANCH TODAY

EXPLORE DIGITAL SIGNAGE SOLUTIONS IN OUR
IDEATION CENTER

[DBSI.COM/IDEATION-CENTER](https://dbsi.com/ideation-center)

