



# DIGITAL SIGNAGE

**Banks and Financial Institutions**



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Plugging a USB in individual TV Screens to display your content is a cumbersome activity. Nayatel brings the lowest price, top quality Digital Signage to engage your target audience with live digital ads and videos on multiple TV screens via CMS (Content Management System). Nayatel Digital Signage helps you to convert your display TV to a mini Billboard. Digital Signage for Banks improves in-branch customer experience by increasing effective communication and access to relevant information. The service enables you to select layouts and themes to display your desired content (Logo, Ticker, Announcement, Promotional offer) alongside Live TV Channels in multiple ad slots.

## How it works:



Go to CMS link & enter username and password



Create your desired signage



Plug box to HDMI



Enter activation code and Enjoy!

## Features:



### Promote Offers with Push Advertisement

Increase the sell through rate of your financial products and services and advertise your promotional offers related to credit cards, savings account and National and International discounts and deals.



### Centralized Management

Manage the displays across different branches with customized content.



### Provide Immersive Lobby Experience

Decrease wait time by offering engaging digital experience to your customers with dynamic updates (weather updates, google maps, social feeds), videos and announcements.



### Increase Internal Communication

Use your screens to convey company news, recognize top performing employees and celebrate branch milestones.



### Display Engaging Video Walls

Present slideshows and promotional videos throughout different branches.



### Effectively communicate with Customers

Display different rates in real-time, financial updates, branch events, stocks and other useful information to your customers.



### Convey Important Alerts

Show emergency alerts from different sources to keep everyone safe.