

**DBSI**

PRODUCT GUIDE  
DIGITAL SIGNAGE



# THE ESSENTIALS FOR A SUCCESSFUL DIGITAL SIGNAGE PROGRAM

Implementing a digital signage program isn't just about installing screens—it's about creating an engaging, effective, and scalable experience that enhances both customer and employee interactions. Whether you're looking to modernize your branch, improve communication, or drive engagement, a well-planned digital signage strategy ensures a seamless, impactful rollout from day one.

## CLEAR STRATEGY

**Define goals: branding, education, promotions, or engagement.**

## RIGHT HARDWARE

**Use commercial-grade screens for durability and visibility.**

## SEAMLESS INSTALLATION

**Ensure professional placement and integration.**

## COMPELLING CONTENT

**Dynamic, targeted messaging that stays fresh.**

## RELIABLE SOFTWARE

**A cloud-based CMS for easy updates and management.**



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# PROGRAM STRATEGY

What's driving the investment into digital signage? The simple answer is the client experience. Every institution is looking to improve its branch experience and digital signage is a quick solution to this—we've even got the stats to back it up.

Here's some data we've gathered from our own clients in DBSI's Annual Digital Signage Benchmarking Report.

## DIGITAL SIGNAGE IS TRENDING

IN FACT, HERE ARE ALL THE INITIATIVES INSTITUTIONS FIND DIGITAL SIGNAGE HELPS ACCOMPLISH, RANKED IN ORDER:



## SO MANY INSTITUTIONS ARE USING IT

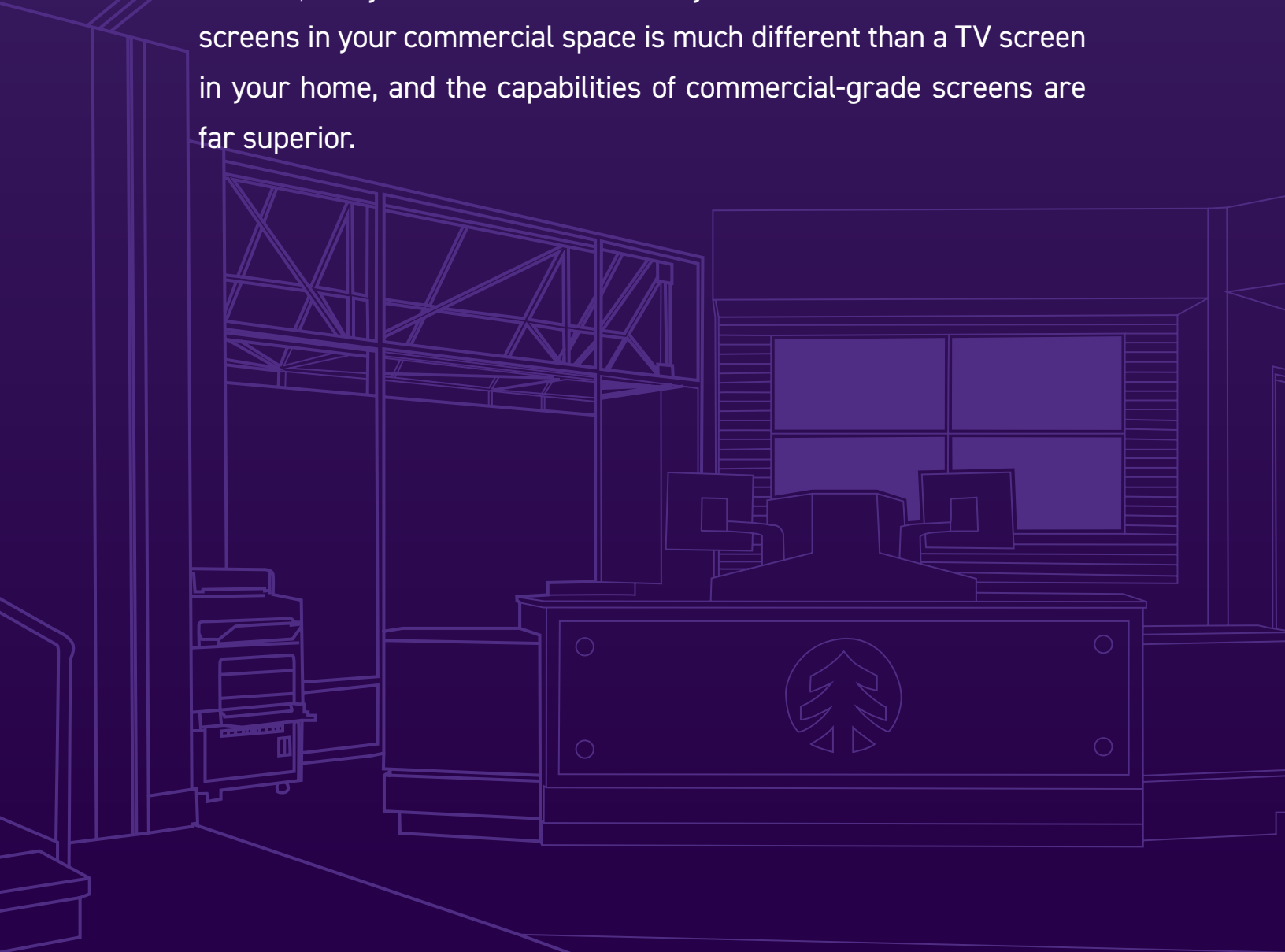
Now you know just how powerful digital signage is and you've decided to start implementing it, it's time to uncover the type of digital signage that is right for your space. Here are 3 main questions to ask yourself:

- 1 What type of hardware are you going to use and where is it going?
- 2 What system are you going to use to manage the screens?
- 3 What content are you planning to display?

These components are equally important, and you should keep each in mind when making decisions throughout your digital signage implementation journey. Why? Because without the right software or content displayed, your hardware would be useless, and without the proper hardware, you risk not seeing a return on your investment.

# HARDWARE

There are thousands of different options when it comes to picking the right hardware for your digital signage. Sure, it's tempting to cut corners, but your hardware is where you want to invest. The use of screens in your commercial space is much different than a TV screen in your home, and the capabilities of commercial-grade screens are far superior.





# STILL NOT SURE WHICH TYPE OF SCREEN TO GO WITH? HERE ARE SOME THINGS TO CONSIDER:

## COMMERCIAL-GRADE SCREENS

- Have scheduling capabilities
- Warranty (Note: using residential screens in a commercial space voids your warranty)
- The nits in commercial quality screens give you sufficient brightness for street front signage
  - Digital signage talk: nits are the measurement of the brightness of your screen. Residential screens typically have around 150-250 nits while commercial-grade screens have 300-6000 (Versatech). Wow! That's much brighter.
- They're built to last. These screens are specifically made for being on for long durations of time.
- Commercial-grade screens have protected enhanced controls, meaning you don't have to worry about anyone pressing buttons and messing up your settings

## RESIDENTIAL SCREENS

- Have a cheaper upfront cost, although with the quality not being built for commercial uses, you'll likely end up spending more money replacing your screens
- Can be purchased at big box and online stores
- Residential screens don't have a warranty if they are used in a commercial space, so if your screen goes out, you're out of luck and have to purchase a new one
- These screens run the risk of burn-in because they are not made to display content for long periods of time
- They are typically designed for rooms with natural lighting but most commercial spaces tend to have bright lighting, which can result in glares



# BUT IT DOESN'T STOP THERE— DIGITAL SIGNAGE IS BROKEN DOWN FURTHER INTO TWO DIFFERENT TYPES:

## INTERACTIVE

- **Interactive touch screen** - These screens are touch-friendly and made to withstand regular use. No more stale brochure racks or dry erase boards. Interactive touch screens are a much more engaging way for clients to consume information.
- **Tablets** - Elevate the way you deliver service by offering clients the ability to onboard to mobile, check-in for their appointments, explore products and services, and much more.



## TWO DIFFERENT TYPES OF SCREENS

### NON-INTERACTIVE

- **Dynamic display (LCD)** - Forget about those posters and cardboard pop-ups in your branches. Showcase a variety of content that makes an impact with virtually no work on your staff's behalf with one easy solution: single screens. And these don't just come as you'd imagine the TV screen in your living room. These screens come in various sizes for places you didn't know could have a screen!
- **Wow Walls (multi-display) (LCD)** - Multi-displays are versatile and can take form in many different ways. The best part? Immediately capture attention with these large screens meant to span across a wall in your branch and give the space a real "wow" factor. Not only can you impress your current clients inside your branch with these displays, but if placed right, you can attract potential clients from outside your branch.
- **LED Wall** - A statement making piece for large spaces with high traffic. This display is made up of multiple panels of LED arrays, which allow for visibility from far distances. Ranging anywhere from 8'x10' to 50'x50' and beyond, these screens are meant to be customized in shape and size.

# INSTALLATION

Managing a digital signage program involves multiple components, from selecting the right screens to ensuring seamless installation. A well-planned approach includes strategic placement, professional installation, and reliable ongoing support to keep everything running smoothly. Regular maintenance and user training help ensure your team can manage content effectively and troubleshoot minor issues, keeping your signage impactful and up to date.

99%

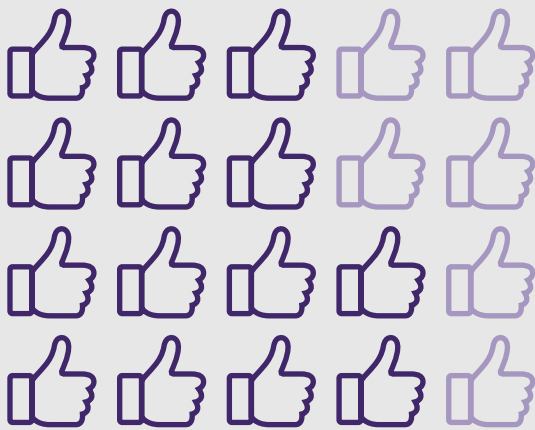
Nearly 99% of our customer installations  
replace other solutions

# CONTENT

Years of experience in the banking industry have helped identify key content pillars that support various initiatives. These pillars guide the creation of content modules designed to drive engagement and deliver meaningful messaging. To ensure your content effectively meets your goals, a clear strategy should be prioritized from the start of your digital signage rollout through ongoing updates and optimization.

# PUBLIC-FACING:

Have you ever been in a retail space and had something catch your eye that influenced you to do something, educated you, or made you feel fuzzy inside? That's the power of digital signage. Not only is digital signage a new approach to connect with your customers, it creates an opportunity for you to cross-sell all that you have to offer.

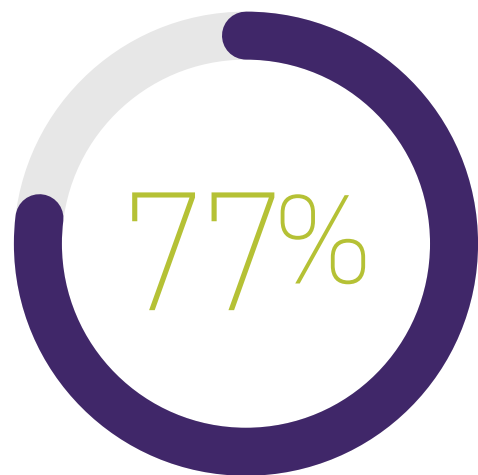


Nearly 70% of customers say in-store messages sway their decisions, according to studies by New York-based research firm Nielsen Media Research. (LG)

That means by showcasing your promotions and services on digital signage, you could make a big impact - without added work for your staff!

It's time to stop nominating the staff member with the best handwriting to write your rates on a board. Show how innovative you are by keeping up with the rise in digital.

77% of U.S. respondents agreed that banks employing digital signage are more innovative than those that don't. (LG)



# EMPLOYEE-FACING:

For the top dogs, the innovators, the ones who like to keep their employees in sync and stay connected with them. Corporate communication is just as important as communicating with your clients. You want your staff engaged too! Say goodbye to using bulletin boards for staffing updates or employee shout-outs and say hello to digitizing your employee facing content.



Companies that communicate effectively are 4x more likely to report high levels of employee engagement (perillon).

# SOFTWARE

Now that you know about digital signage hardware and strategic placement, and have a strategy for the content you're displaying, let's talk about what makes displays possible: the software.

A universal system should be used across your network or facilities to ensure seamless functionality. Create and publish content in minutes with our cloud-based digital signage platform that allows any team to easily manage content across thousands of screens and endpoints, all in one scalable interface.

Prepare for your future when choosing your software. Converting your system after you've outgrown it down the road is a hassle that you want to avoid if at all possible.



# HERE'S WHAT YOU SHOULD CONSIDER WHEN CHOOSING YOUR SOFTWARE:

IS IT CLOUD BASED?

CAN IT CONTROL MULTIPLE CONTENT ON MULTIPLE SCREENS?

CAN YOU DISPLAY DIFFERENT CONTENT AT DIFFERENT LOCATIONS?

CAN YOU MAKE UPGRADES FROM YOUR PHONE?

WHAT INTEGRATIONS DOES IT HAVE?

WILL IT BE CAPABLE OF DOING WHAT YOU NEED IN 2 YEARS?

HOW FAR OUT CAN YOU PRE-SCHEDULE YOUR CONTENT?

DO YOU NEED A DEVELOPER TO CHANGE YOUR CONTENT?

DOES IT HAVE NETWORK MONITORING AND REPORTING?

CAN THE SOFTWARE SCALE UP WITH YOU?

CAN YOUR SOFTWARE HANDLE ALL MEDIA FORMATS YOU NEED?

CAN IT AUTOMATE TASKS?

CAN YOU MANAGE CONTENT FROM ANYWHERE?

DOES IT HAVE SCREEN GROUPING FEATURES?

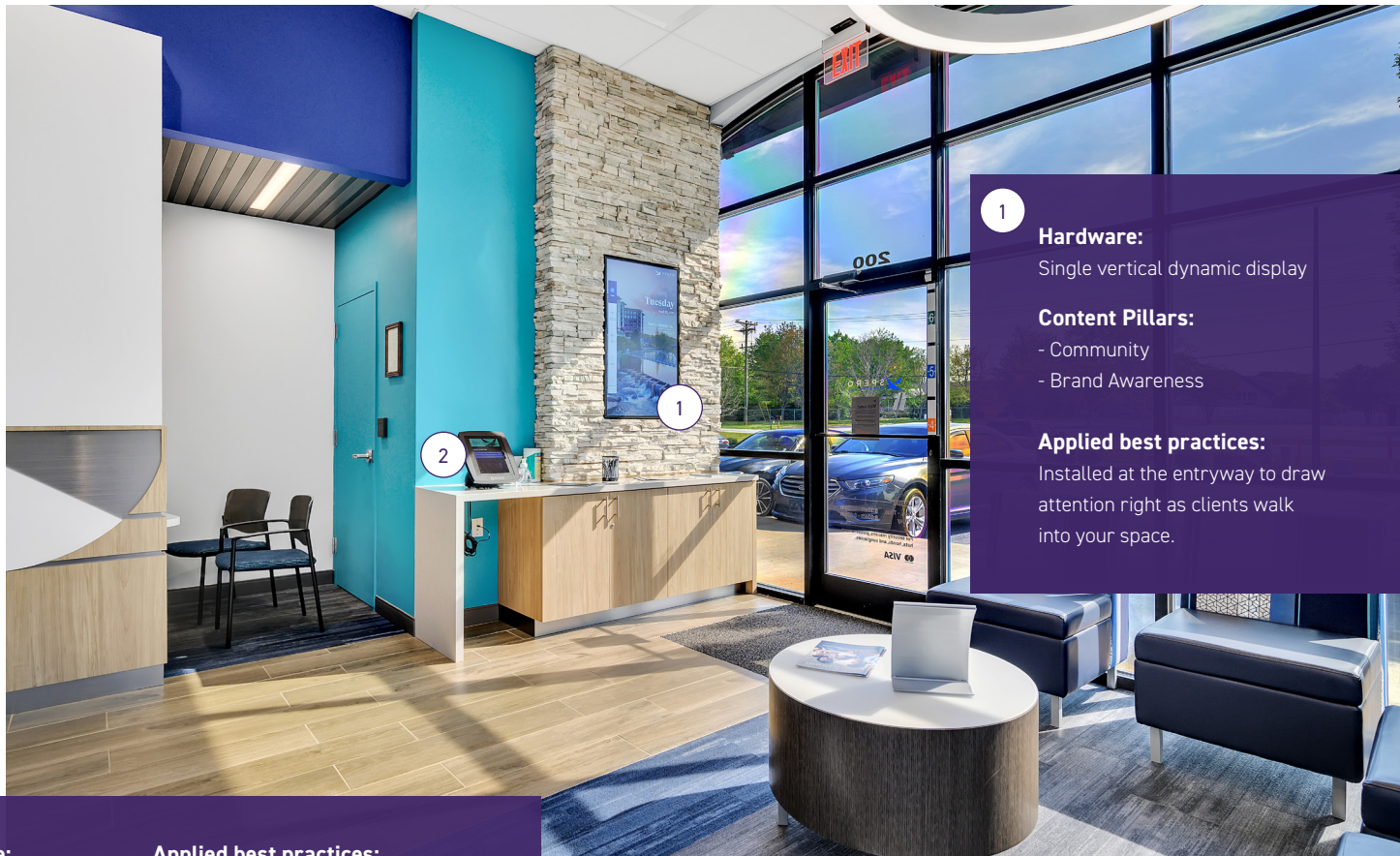
Wow! That's a lot of questions to answer that could take you hours to research. Save yourself some time and the headache and work with us. We'll handle choosing a software that aligns with your goals now and in the future.

# PROJECT:

## SPERO FINANCIAL CREDIT UNION

### THE STORY:

Spero Financial CU wanted to make the most of a smaller, inline space, and creative design elements would be the key to do so. With a touch of digital signage placed throughout their space, they're able to increase brand awareness and engage their clients in a retail-focused space.



2

**Hardware:**

Interactive tablet

**Content Pillars:**

- Convenience

**Applied best practices:**

Lobby management software can be leveraged on screens placed near the lobby area, paired with a tablet for checking-in, to improve both branch efficiencies and experience.

## PROJECT: AMERANT BANK

### 1 Hardware:

LED WOW wall

#### Content Pillars:

- Promotions

#### Applied best practices:

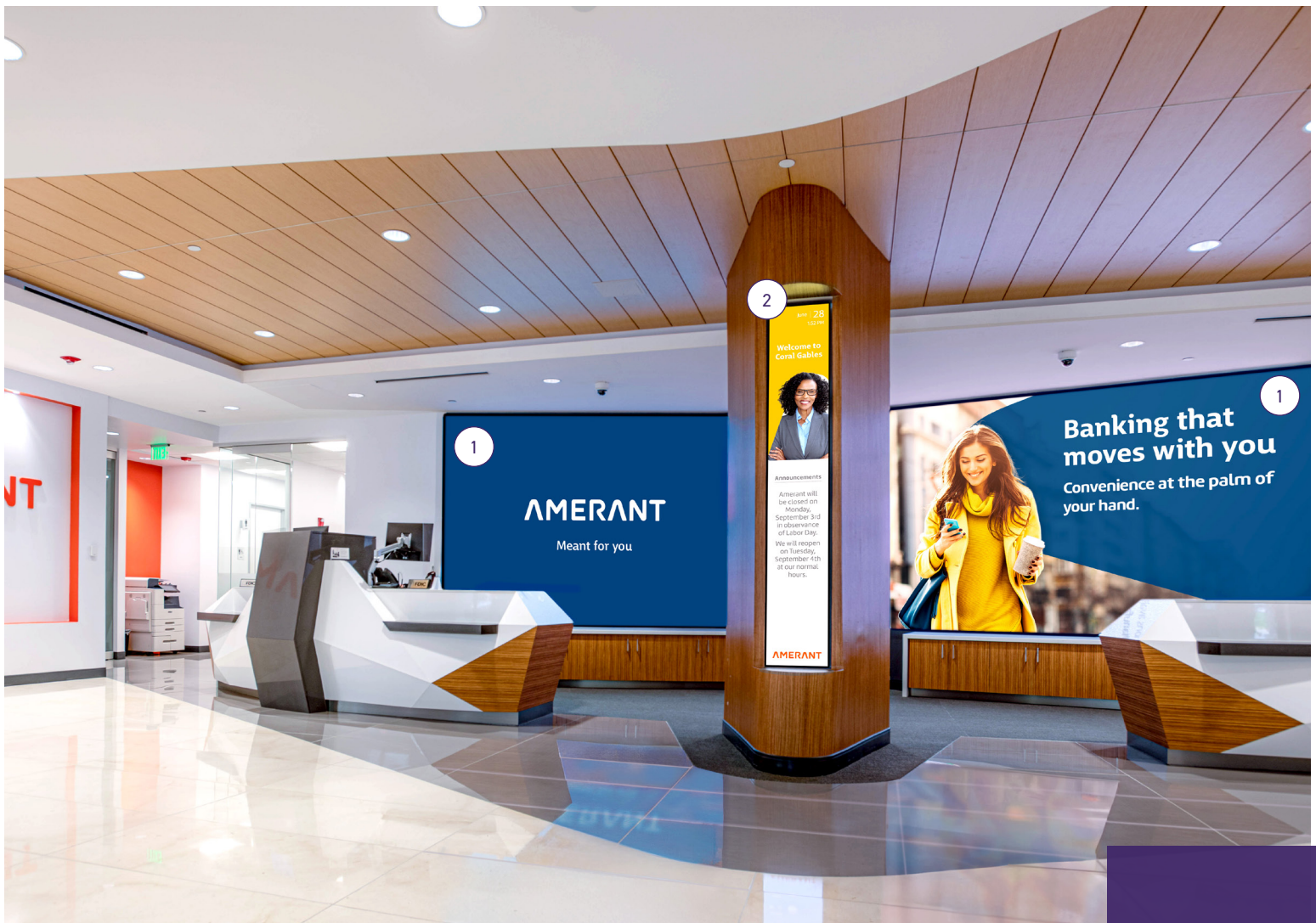
An eye-catching statement piece installed behind the teller towers and spans across the entire front of the branch to wow clients and show off what you have to offer in an impactful way.

### 2 Hardware:

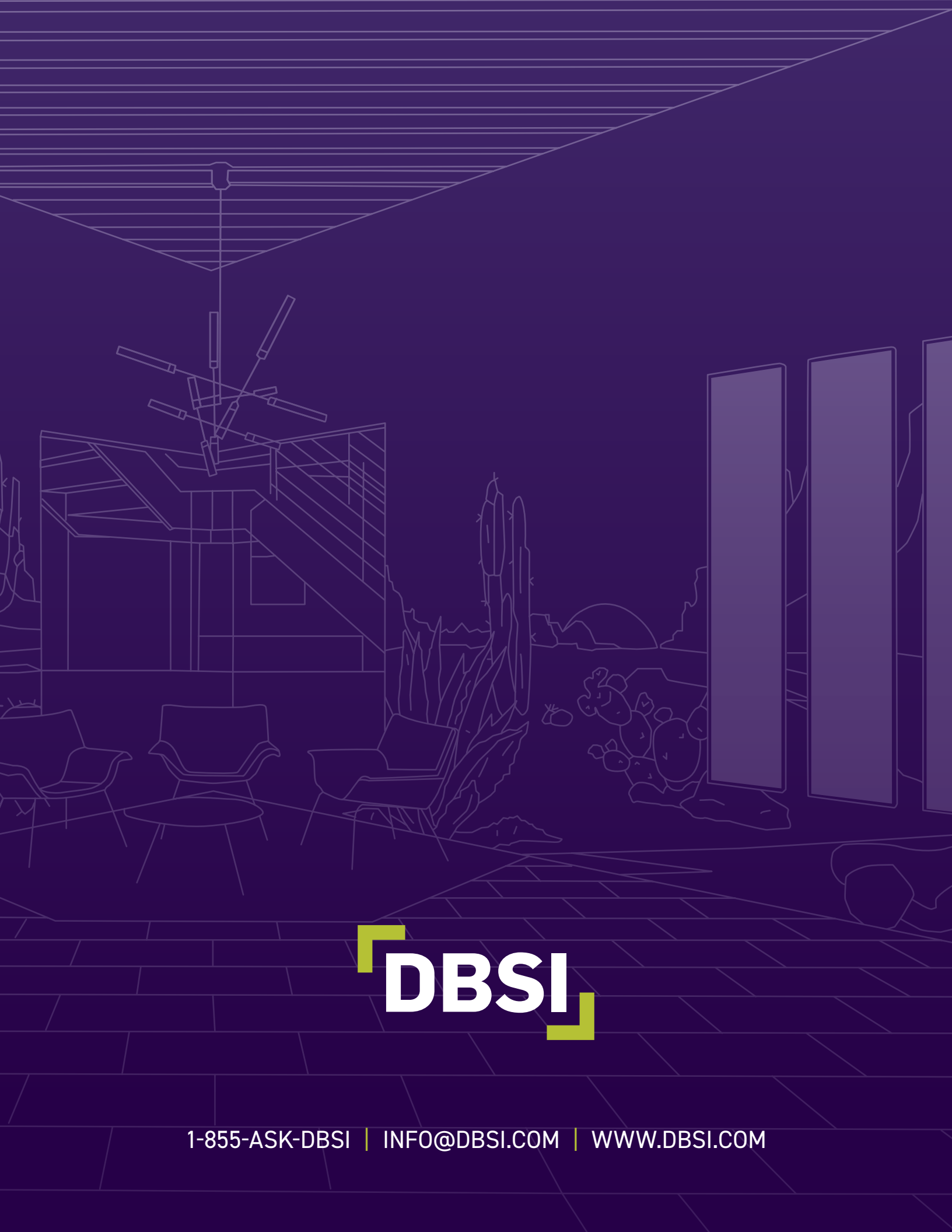
Single stretch screen

#### Content Pillars:

- Screen feed-weather, news
- Announcements







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