

## **AdQue® Digital Display Systems**

### *A Match by Design*

AdQue® is designed to create unique marketing and communication opportunities for banks and financial institutions.

Much more than digital signage, AdQue can sharpen branding, manage traffic patterns, train employees, and increase sales, while creating a warm, inviting setting for your customers and investors.

Founded on a comprehensive understanding of banking, “mission critical thinking” about marketing, and a profound command of advanced technologies, AdQue® offers unequaled value, flexibility, and ease of use.

## **AdQue® Power**

### *Marketing Muscle Where You Need It*

AdQue® empowers management to reach customers with long-range programs as well as to realize new opportunities in the fast paced climate for retail customers as well as small business to large enterprises.

Connect with your customers at the point of decision:

Do lines build up on Friday afternoon? *Schedule an Automatic Deposit message.*

Do retirees visit the branch on Tuesday mornings? *Schedule the Trust Services message.*

## **AdQue® In Time**

### *Seizing the Moment*

Take advantage of rapidly evolving opportunities:

CD rates are up! Beat the competition with the new numbers. Update by branch, or by the whole branch system.

AdQue® Video Marquees are ideal for drive-thru members. While seeming to shorten wait times, they are informative and image building. Utilize AdQue® to sell and inspire.

## **AdQue® In-House**

### *Empowering Employees*

AdQue® is a quick and memorable way to communicate with employees.

Reach employees one at a time, one branch or an entire network of branches.

Use AdQue® before and after branch hours or provide screens away from public view that are dedicated to employees.

Announce or reinforce organization procedures, as well as deliver product and services updates. Build a culture of motivated and informed employees. Share success stories.

Utilize the dynamics of AdQue® to inform and educate employees about new products and services available to customers.

## **AdQue® Technology**

### *So Much More Than a Display System*

AdQue® Advanced Interfaces link databases, equipment, machines, and digital displays with stunning results.

Internet and Informational Kiosks provide customers, on their own, with the answers to a great variety of financial and other relative questions.

AdQue® One-To-One feature can automatically display ideal messages for *specific* customers standing in the branch.

With AdQue®, self-service coin machines can automatically deposit the totals in the customer's account as well as display selected AdQue® messages. Teller time is saved, waiting lines are reduced.

## **AdQue® Results**

### *Bottom Line Connections*

AdQue® helps banks build the dynamic environments that foster strong, long-term relationships, satisfied customers, and motivated employees. The tangible consequence is a substantial return on investment based on:

- ◆ Growing numbers of new customers
- ◆ Lower expenses over paper-based marketing
- ◆ Improved cross-selling ratios
- ◆ Increased closing rates for high margin products

## **AdQue® Support**

### *Not Just a Pretty Face*

Behind the color, the drama, the action of the display screen and fixtures, resides the true heart of the AdQue® system.

It's what audiences don't see that our clients rely on everyday.

AdQue® is about service and that translates into being supportive and accountable in every aspect of concept, design, fixtures, hardware, software, installation, screen graphics, training and maintenance.

## **AdQue®**

### *More than Meets the Eye*



Innovative Solutions By  
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