

## Transforming a bank lobby and teller lines with digital signage

### The Challenge

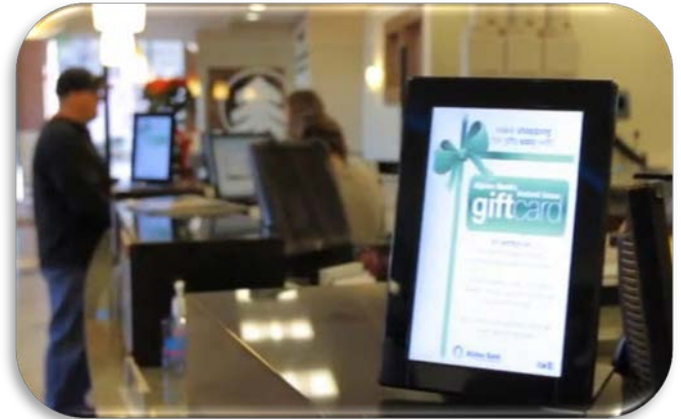
The Alpine Bank receives frequent requests from non-profit organizations to display event posters. “People ask us to put up posters to advertise events. It just looked cluttered and messy,” said Beth Drum, the Alpine Bank’s Vice-President of Marketing and PR.

### The Solution

FASTSIGNS presented digital signage as a comprehensive solution for a neat and tidy bank lobby. Alpine Bank displays all of the promotional posters via digital signs on the teller lines and with a digital display located on a main wall. With the 8-1/2 x 11 inch Plexiglass poster holders firmly a thing of the past, Alpine Bank has embraced digital signage and the flexibility involved with changeable content.

“I can change [the digital displays] every day or every hour if I wanted to,” Drum commented. “What I really like about the digital is that we have lobby banners and Point of Sale pieces, and I can download the PDF from our corporate marketing office right onto our digital screens.”

FASTSIGNS added 10-inch digital screens on the teller lines that can display either horizontal or vertical messages. The content is simple to update with a USB flash drive and the digital signs provide marketing uniformity for the bank lobby.



### The Result

The Alpine Bank’s staff has noticed that people view the digital signage differently than the acrylic signs.

“If it’s static and it’s in a frame, people don’t read it,” Drum observed. “If it’s something moving and it looks like a television or technology, many people standing in our teller line reading are looking at it.”

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.

