

FINANCIAL SERVICES

Connecting to Consumers and the Community.

Outdoor digital sign advertising is the most effective way to brand your financial service business and expand your consumer marketing reach.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

95% of retail banks are satisfied with their digital signage deployment, citing the payback period for investing in digital signs can be as low as eighteen months.

Reach & Saturation

Banks, Credit Unions, Financial Advisors, and Investment Services use LED signs to spark the interest of new potential customers. The Financial Industry places a high priority on customer service. Optec LED Displays are reliable and user-friendly, allowing you to craft the right message to target your potential clientele of local passersby. Digital signs showcase your branding and strengthen your reputation as a trustworthy, secure, and personable service.



95% of retail banks with digital signage are satisfied with their deployment.

Indoor Engagement

Indoor LED displays catch the eye of your visitors with deeper colors, higher brightness, and captivating visual graphics. Use your digital LED signs to publicize all the products and services your financial institution has to offer. An indoor digital sign can display a wide range of messages that include video and sound, which offer a better opportunity to reach your best potential prospect... the customer that's already come through your doors! With in-branch digital signage, customers receive information from a digital vehicle that mirrors the online experiences that are a part of their daily lives.



Digital signage improves queue management and reduces perceived wait times by more than 35%.

Simply Secure

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec places a high priority on keeping information that is entrusted in your business confidential, protected, and secure. Optec brings years of experience working with IT teams at financial service organizations to provide safe and secure communication options that simplify managing digital signs.



60% of banks use their digital signage to convey messaging that is 75% bank-related and 25% unrelated to banking.



DISPLAYS, INC.

Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

90% of banks say digital signage is important to their in-branch marketing.