

# Banesto Bank

## Spain's Banesto Bank Introduces Digital Signage to its Customers

**Madrid, Spain** - Banesto Bank, Spain's third largest bank in volume of managed services, has implemented a digital signage network to enhance its communication towards its customers.

Banesto (officially "Banco Español de Crédito, S.A.") was founded in 1902 and is currently among the top five financial companies in Spain. With over 1700 branches across Spain, Banesto Bank is serving over 3,000,000 customers.

### Banesto Enhances Its Customer Communication With Scala Infochannel

Scala Certified Partner AS Video in Spain, in collaboration with Telefónica Soluciones, has collaborated on the implementation of Banesto Bank's network --"Banesto TV" and also providing management and support services.

The critical objective for Banesto Bank's drive to implement Digital Signage in its branch offices is to enhance the level of customer service and improve communications with its customers. "The Bank was aware that the traditional means of informing its clients was no longer effective", says Javier Menendez, who adds "and we are pleased to be able to assist Banesto to provide a more modern and dynamic way to promote its products and services"

"We advised Banesto about how to implement their critical strategy using



the Scala InfoChannel platform", says Javier Menendez, AS Video General Sales Manager: "With the provided hardware and attention grabbing content, Banesto Bank can achieve their stated objective to deliver a high level of customer service", he adds.

Initially, "Banesto TV" was introduced in Banesto's main offices in Madrid and is composed of 42-inch plasma touch screens and a 67-inch rear projection system.

AS Video created dynamic content to capture the attention of Banesto's customers, including product offerings, services, corporate information, and RSS feeds with stock market and weather updates. As soon as the screen is touched, each customer can choose to go through

several menus and decide to read information that is relevant to their needs.

"To keep waiting customers entertained we have integrated a game into the Banesto TV channel", says Javier Menendez, adding "once you win the game, you will see a code on the screen, Waiting time perception by customers is shorter due to interactivity, which has to be sent via your mobile phone, to claim a special prize at the Bank". This game also provides the Bank the contact details of its customers and enables the institution to fine-tune its marketing activities.

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### About AS Video

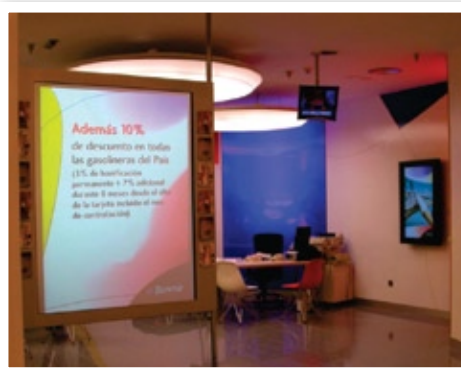
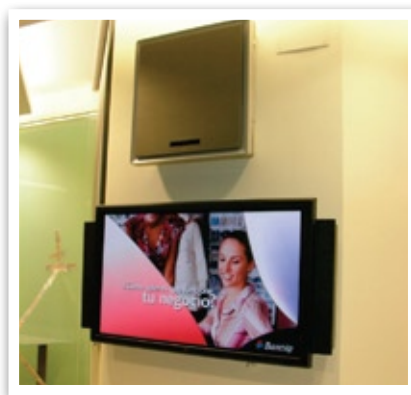
AS Video was founded in 1989 and specialized in video production, edition and content creation for companies of all sizes.

The principal activity in this area was the creation and production of all kind of content for pharmaceutical companies and hospitals.

In 2003, AS Video created a new division specific and dedicated to the content creation for the digital signage market. AS Video has focused on interactive applications, as the key tool to keep and maximize attention on the content displayed on each screen, which cannot be effectively achieved by solely displaying passive content.

ASVideo wants to fulfil the requirements of the digital signage market by focusing its business on providing high quality content to maximize the ROI on screens and digital signage networks around the world.

In 2004, AS Video chose Scala InfoChannel as its core Digital Signage application; since it is the only one covering all of AS Video's stringent the requirements for high quality content creation, management, distribution and playback.



### About Scala

Scala, ([www.scala.com](http://www.scala.com)) the world's leading provider of software for digital signage software used in retail, finance, education, entertainment, government and other markets, is celebrating its 20th anniversary in 2007. With its roots in the Cable TV industry, Scala has evolved to become the global leader in digital signage software. Over the years, Scala created a cutting-edge multimedia software platform that powers thousands of digital signs around the world including the digital signage networks of Tesco, the Paris Palais de Congrès, Best Buy, T-Mobile, La Grande Récré, ShopRite, Hertz, Virgin MegaStore, EuroDisney, Bloomberg, Burger King, Kiwi, Futuramedia, BT Global, Azizia-Panda Supermarket, IKEA, Norisbank, Carrefour, McKee Foods, Muvico, Santiago Airport, Sainsbury's, Repsol, RaboBank and many others. Since InfoChannel® is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, United States of America with offices in California, the UK, France, Norway, The Netherlands, China and Japan.