

HSBC Bank

HSBC Banks on Technology to Advance Communication

Dubai, United Arab Emirates -- Specialized Software Services LLC (SSS), the market leader in Digital Signage solutions in the UAE and GCC, has enhanced its reach in the region's financial services sector by supplying HSBC, the largest and most widely represented international bank in the Middle East, with digital signage screens using SCALA InfoChannel® software. A network of Plasma screens was installed in HSBC's Dubai Internet City office as well as its branches across the UAE.



HSBC's management found that these digital screens enabled the bank to enhance its internal communication between management and staff. A consistent stream of messages to staff are disseminated easily in an attractive manner and updated constantly.

"A well informed staff understanding the Bank's objectives is a key goal for

us. A modern paperless communication tool that catches employees' attention, be flexible

Digital screens enabled the bank to enhance its internal communication

and quick to deploy was our aim. SCALA InfoChannel® has been beneficial in cascading Bank's promotions and updating information at a branch level, thus ensuring that all staff is well informed," explained Ahmed Maher, Regional Manager IT, HSBC Bank Middle East Limited.

Owing to the success of the project, HSBC began the second phase of the project by installing additional screens in the customer facing areas. For phase three the HSBC management is looking at



installing screens at the ATMs in the remote sites.

"SCALAInfoChannel®empowered the Bank to manage the project on its own after installation with minimal intervention from SSS. The SSS team was very professional, prompt and helpful. Digital signage is definitely the way forward for progressive businesses such as HSBC," concluded Maher.

"We are proud to work with HSBC



and install the GCC's first real Digital Signage Network in the banking industry. HSBC's team now controls the content that is shown on the screen and update it instantly to further enhance the communication within the Bank" SSS promise to provide it's clients with state-of-the-art digital signage solutions, is again proven by installing the HSBC digital signage network", said Ahmed El Ridi, General Manager, Specialized Software Services.

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About HSBC Bank Middle East Limited

HSBC is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited has 30 branches throughout the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Jordan, Lebanon, and the Palestinian Autonomous Area, including an offshore banking unit in Bahrain. This extensive regional coverage is strengthened by another member of the HSBC Group HSBC Bank Egypt SAE, and by its associated companies, The Saudi British Bank and British Arab Commercial Bank Limited. In addition to its Middle Eastern network, the Bank has a representative office in Tehran, Iran, Qatar, Bahrain and Egypt.

About Specialized Software Services

Specialized Software Services is the Middle East's largest Digital Signage solutions provider with installations that cover almost every single industry that needs Digital Signage, such as Fuel Stations, Banks, Hospitals, Hotels, Corporate lobbies, Shopping malls, Specialty stores, Travel Stations, Movie theaters, Restaurants, Convention halls, Universities, Museums, Gov.



Comm., Residential, Outdoor and Public services, SSS has offices in the United Arab Emirates, Kuwait, Saudi Arabia, Qatar, Bahrain and Egypt.

About Scala Inc.

Scala Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Kiwi, Azizia- Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel® solutions, and constitute our sales and support force that extends to every continent but Antarctica.