

# Hypo Bank

## POS Marketing delivers Digital Signage Technology to the Croatian Financial market

**Zagreb, Croatia** -- Hypo Alpe-Adria Bank adopts the power of digital signage by introducing Scala's InfoChannel® to Croatia. Since its very foundation, the business operations of Hypo Alpe-Adria Bank have earned the image of a dynamic, modern bank. Hypo Alpe-Adria Bank was among the pioneer Croatian banks in early 1990's to embark on long-term lending to business entities. They gained prominence, through its readiness to invest in tourist and infrastructure projects for local



governments and self-administration.

The bank is also developing innovative solutions in its retail operations, by offering competitive products in the credit card business, Internet banking as well as housing financing and deposit business. It is through such an approach and response to the needs of the Croatian market

that Hypo Alpe-Adria Bank has earned the status of an innovator.



Hypo Alpe-Adria Bank is ambitious in its plans for the future: apart from maintaining 10 percent market share, (together with Slavenska Banka d.d. Osijek) its objective is to remain among the five leading banking institutions in the Croatian market.

POS Marketing, a Scala Certified Partner in Croatia, installed the first InfoChannel® network in Hypo Alpe-Adria Bank in Croatia. Installed in four locations around Croatia (Zagreb, Split, Rijeka and Osijek), each location is composed of 42-inch Fujitsu plasma screens and is centrally managed from Zagreb. "Due to the success of the network Hypo Alpe-Adria Bank will increase the scope of the network with 60 more locations, Hypo Alpe-Adria Bank, Hypo Alpe-Adria Leasing and a few more of their sister companies", says Krešimir Švigir POS Marketing Director. "

The main objective of the digital signage network is to inform their customers about new products and services. Dynamic content displayed on the bank's digital signage network focuses on bank services, new product information and branded advertising from the bank's sister companies.

"With the guidance of Hypo Alpe-Adria Bank 30 customer-focused scripts were created branding the bank's products and services", says Vjeran Rubesa, content manager for POS Marketing. "Each content script was created using a combination of video, 3D animations, graphics and database driven data, while maintaining the branding image of the bank."

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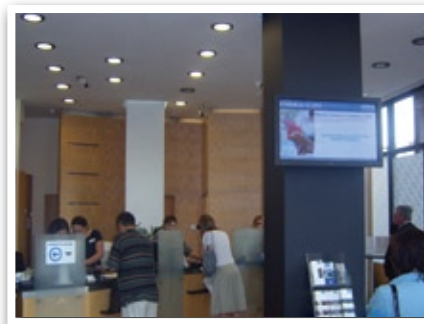
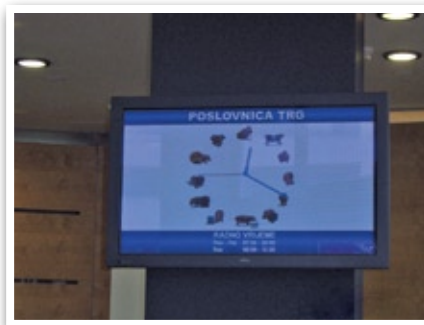
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tiative taken by POS Marketing in the Croatian marketplace”, says Alain Bodenstedt, VAR Manager EMEA. “It is also encouraging to see the forward thinking attitude of Hypo Alpe-Adria Bank to maintain their leadership position in the Croatian banking industry”.

### About Hypo Bank

The parent bank of Hypo Alpe-Adria-Group was established in Klagenfurt, Austria in 1896. In the early 1990's, it began to expand its business in neighboring countries, starting with northern Italy. In 1994, it entered the Croatian market by launching a leasing operation as part of Hypo-Leasing Croatian. In 1996, Hypo Bank Croatian was founded – three years later it changed its name into Hypo Alpe-Adria-Bank. Over the eight years of its presence in Croatia Hypo Alpe-Adria-Bank positioned itself as a reliable and inevitable financial partner, by developing a network of branches and outlets in all major centers in the country - Zagreb and Velika Gorica, Split, Rijeka, Zadar, Opatija, Poreč, Pula, Dubrovnik, Samobor, Varaždin, Čakovec, Umag, Metković, Makarska, Rovinj, Sisak, Sesvete and Viškovo. The Bank covered the area of eastern Croatia by merging Hypo Alpe-Adria Group with Slavenska Banka d.d. Osijek.



### 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 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, 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.