

# cleverdis

## SPECIAL REPORT



### DYNAMIC DIGITAL SIGNAGE : THE NEW COMMUNICATION TOOLS OF THE FINANCIAL SECTOR



**GLmultimedi@**  
GL TRADE GROUP



# EDITORIAL

by Richard Barnes, Editor in Chief

We live in an information era where immediacy and accuracy matter more than ever. The development of new tools for the distribution and displaying of information of all kinds is moving ahead in leaps and bounds, with the onset of immediate information delivery through G3 mobile networks and various satellite bouquets. The most important sectors affected by this public craving for instant information are those of finance and banking. To this end, not only is the delivery of instant information important in back rooms, it is now vital in public areas as well.

This Special Report examines the case of GL Multimed@, a company with deep-seated roots in financial information dissemination and trading technologies, and who are now putting this expertise to work in the field of information dissemination through dynamic digital signage.

Until recently, no single company had, to our knowledge, come up with a specific "DDS" solution for the banking sector. In June 2005, however, GL Multimed@ launched GL TV, proving that digital displays have established themselves as a real communication tool - playing a full role in media planning. As in other sectors, GL Multimed@ have found that the immediate returns on investment are positive both in terms of commercial impact and brand building. Advertising content carried on a TV screen has three times the impact of an advertising brochure. Thanks to its ease of use and the richness of its content, the use of digital signage in banks offers the opportunity for these establishments to get closer to the customer with targeted messages reflecting local issues.

In the following pages, we aim to explain, in plain terms, how and why digital signage is important in the banking sector, and how the GL Multimed@ solution is bringing a simple and constructive answer for companies seeking to "jump on the bandwagon".

It will hopefully demystify not only the technical questions, but also, more importantly, how the right choice of information content is critical to the overall solution.

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# TESTIMONIAL

**Cleverdis:** *Could you tell us about SMC's activities and your position in the banking market?*

**Jean-Pierre Bertrand & Boris Mathon:** The Société Marseillaise de Crédit is a regional bank operating in the south of France. Our vocation is to offer a personalised service to our clients founded on geographic and cultural proximity, maintaining a quality relationship and an attentive and comprehensive service.

To this effect, each of our client advisers are adept to respond to the all the requirements of our clients with solutions adapted to savings or borrowing, and more generally of inheritance management. With regards to businesses, our clients are essentially regional SMBs and independent professionals. However, we are historically linked to several large regional accounts.

**Cl.:** *You are a bank in advance with regards to in-agency display. Do you consider dynamic signage a new media and what is your strategy concerning its development?*

**J.P.B. & B.M.:** We have already had experience with TV style display: our 160 agencies each have a screen placed behind the counter broadcasting our advertising messages. These analogue screens function in "off-line" mode and are sourced by video cassette or DVD players. The issue we are faced with today is one of converting to digital signage, while at the same time maintaining information coherence. For the SMC, in-agency display is a complementary media, a supplementary tool for the communication of our services. The client interview remains essential, just as much as the reduction of time spent at the counter.

**Cl.:** *In recent years, you have used several in-agency information systems. Which stage are you currently at?*

**J.P.B. & B.M.:** Further to the screens behind the counter, we use the Chronoval service developed with GL TRADE. Available on a television; it relays information on the stock exchange in teletext format to thirty or so of our branches. Today, we are at a cross-road, in

the sense that we are examining the technologies and the possibilities of animation and digital signage. This said, we are not changing our approach and we do not have plans to develop the current content, which will remain of a promotional nature.

**Cl.:** *What are your objectives?*

**J.P.B. & B.M.:** In the first instance, we will progressively convert to LCD screens as a part of the overall agency renovation project. Parallel to this, we want to improve our broadcasting process – and notably the logistical problems of duplication of supports, maintenance and operation – to better communicate our product and service offering to our current clientele. This consists, on the one hand, of getting our advertising messages across, and on the other hand, organising a financial information area with personalised accompaniment. Finally, for the future, we envisage using digital signage for the in-agency communication of events.

**Cl.:** *Choosing a digital signage solution is therefore strongly linked to the renovation of your agencies?*

**J.P.B. & B.M.:** Exactly, the new generation of digital screens must be able to be integrated into our new agencies. The choice of screen, therefore, follows precise criteria that define its dimensions in accordance with its chosen placement area.

The agency is at the centre of our multi-channel communications which foster client relations. We have put our commercial emphasis on our agencies, which does not stop us, however, from developing our activities through the Internet and display. But this requires us to control and manage our technologies. For example, there is no question of our clients being able to obtain more information via the Internet than that which our client relationship manager can provide in the agencies.

**Cl.:** *With regards to the technologies put in place, which are your key criterion?*

**J.P.B. & B.M.:** We have three problems: the administering of the content via an Internet



**Société Marseillaise de Crédit**



**Jean-Pierre Bertrand**  
Marketing Director



**Boris Mathon**  
On-line Marketing Manager

Created in 1865, the Société Marseillaise de Crédit operates its commercial banking activities in the south of France. A regional bank boasting a network of 160 branches, SMC is now part of the HSBC group.

The problematic of the in-agency display of information is an integral part of the marketing strategy, with the introduction of TV screens behind the counters fifteen years ago.

Today, these off-line analogue screens are being gradually replaced under the renovation programme of local branches. The SMC has developed a pragmatic approach to dynamic display, with precise content and technical specifications that fit within the global strategy of their banking activity.

site; a digital interface that must be as simple to use as possible and reception technology via the Internet must be secure. Amongst the different solutions – ADSL, satellite, internal network, Digital Terrestrial is something we are looking at very closely.

Concerning digital display, we have consulted three specialists of the banking sector, one of which is GL TRADE, and also a company specialised in advice on technical matters. Given the constant drop in the price of equipment, we need to be convinced by a technological solution to invest at the right time.



Whilst banks puzzle over how to best inform their clients in various branches, digital signage is now an evident answer. Patricia Regnault explains the global issues and the possibilities of dedicated solutions developed by GL multimedi@.

**Cleverdis:** *How have you confronted the question of digital signage in bank agencies?*

**Patricia Regnault:** The market is in full evolutionary flight. Today, the question of digital signage interests not only a bank's marketing and communication directors, but also their strategic committees/think tanks. Everybody is working on it. Firstly, because the world of communication is an attractive one, and the studies, most notably those performed in America, confirms this. Secondly, because it presents a strong differentiation factor.

We have therefore confronted the question through our own observations and considerations. We realised, for example, that certain agencies used the paperboard as a means of communication. Even if the efficiency of this method of communicating is real, it nevertheless has limits with regards to the quality of the messages diffused as well as from a legal viewpoint.

Moreover, paperboard display gives an unflattering image of the brand. The first generation of signage solutions enabled the installation of luminous panels on the counters in local branches, and the updating of content. Today, we are working to advise all types of banks on the integration of solutions

that are best adapted to their particular environment: local banks, specialised banks, self-serve, etc.

**Cl.:** *What is state of the art today?*

**P.R.:** The banking sector is clearly going through a learning phase, and we want to provide them with a visibility of the highest clarity on this area. From the moment bank agencies were able to offer stock market information points — the stock market points conceived by Euronext — we proposed plasma screens to broadcast information and stock quotations in their agencies. These solutions did not integrate video, and were limited to an improved teletext style display. Today, the technologies are mature, with LCD or plasma screens, high-speed Internet connections or secure satellite, streaming video and animation and administrative software. Our approach consists of accompanying our client in their choice of content, to propose broadcast solutions for the information flow, and in a wider context, to integrate digital signage into their all-round thinking and in the ergonomic design of new agencies.

**Cl.:** *So digital signage is now part of the specifications for the renovation of agencies...*

**P.R.:** Yes, without a doubt, it is now an element that can't be overlooked by the chief architect or project head. The question of screen placement is an essential one. It must respond to the bank's objectives.

For example, it could be required to respond to a product sales strategy, by placing the screen(s) by the self service machines and ATMs. It could also concern responding to a client "capture" marketing exercise, in which case the screen might be placed in the window. However, digital signage doesn't

interest all agencies. In priority, it is integrated in agencies targeting the young and management level employees, and that have an ad-hoc geographical situation in the town centre or near commercial districts.

Today, our solutions clearly address the agencies that have the highest frequentation, and include a self service area or a client advice area.

**Cl.:** *What is your approach when it comes to adapting content?*

**P.R.:** Banks are in a context where the frequentation of Points of Sale is diminished. The most important client passage is found in the self service and client advice areas. On the other hand, the banks' clients are better informed, and are looking for more personalised solutions.

Our GL TV broadcast tool enables the customisation of information on offer. The content that we have identified is essentially video, and is part of a double approach combining product information with external content, such as financial and general news, weather forecasts, etc. With our products, they can manage, in a simplified manner, these information flows just like an internal TV channel.

**Cl.:** *Which solutions do you propose more specifically for banks?*

**P.R.:** The expectations of the banking sector are for complete solutions in terms of modes of utilisation that respond to their organisation.

To this effect, we propose packages that integrate the content, the supports, the administration technology and the broadcast system. The GL TV software solution enables the control of all the sources, remotely or locally. In this way, the bank agencies can possess, and manage on-line, a library of videos and information lines according to their own programme schedule.

# Dynamic Digital Signage: Multiple applications, a market with strong potential

Dynamic Digital signage has gone beyond its “trendy” image to become a communication vector in its own right. Aimed at vertical as well as horizontal markets, digital signage technologies have come into their own, and now respond to a wide range of issues. Among these, the solutions developed by GL multimedia@ are directed, in particular, to banks and their agency customers.

## DYNAMIC DIGITAL SIGNAGE, PASSING FAD OR GROUND SWELL?

Dynamic digital signage arrived in the United States with the reputation of being a new digital media aimed primarily at major distribution outlets. Then more “closed” commercial environments also showed an interest, such as banks, insurance companies, or more globally, companies that develop through their own networks and wish to optimise this commercial tool. Like all new markets, digital signage is seeing a diverse range of solutions becoming apparent. Screens of all formats are placed in highly frequented environments, from mini-market check-outs to

airports. The support – a Plasma or LCD screen – is only the tip of the digital signage iceberg, which is showing itself as a successful merger between the screen, the message (a well dosed mixture of advertisements and information), and the collective appeal of the support – video, animation and graphics.

Beyond its fashionable image, we are now seeing a better understanding of the 3 elements of digital signage. To this effect, companies such as GL multimed@ propose package solutions, which, aside from the screen, are comprised of a broadcasting tool and adapted content.

## MULTIPLE APPLICATIONS

The possibility to address a captive public audience through the broadcast of messages on a large screen opens the way to a wide range of applications. We can now talk about new channels of communications that can be directed at professionals – events, conferences... – as well as the general public.

“Information is more easily memorised thanks to an immediate visual stimulation”, according to Clarity Visual Systems, the biggest global provider of “Digital Visual Messaging” (DVM). Who list, in their blue book, the companies that have the most to

gain from their clients thanks to these technologies: fast-food, clothing boutiques, banks, airports, postal services and casinos.

In effect, “Dynamic” messages benefit from a number of advantages, beginning with that of the conciseness of the information and by the attractiveness of the combination of text / image. These messages can mix-in stills on images, video and multimedia animation. The notion of Digital Video Messaging is also making headway in communication channels within technical and information technology fields.

The impact of messaging is directly measurable: studies performed by specialists in the sector, such as GL multimed@, confirm the strong “visual impression” that is linked to dynamic digital signage.

## A BANKING SECTOR IN NEED OF SOLUTIONS

As with several other sectors, banking is looking closely at digital signage through the undertaking of numerous trials. It is true to say that the direct and indirect benefits induced by digital signage solutions are in accordance with the complexity of client relation. The banking sector must today respond to the advancing evolution of its



© Photo: Clarity

clients' behaviour. On the one hand, clients visit their agencies less often, and perform numerous remote operations (Internet, telephone). On the other hand, when they do make the journey, their personal advice requests are more precise.

Independent of the image of dynamism and innovation they enjoy, TV screens bring a synergy within a bank's global communication. Their messages can provoke a request for advice, but also foster client loyalty. Due to banks finding themselves in a retail banking environment that defines itself in terms of sales of diverse products and services, even personalised. Service and reception areas are the two most adapted placements for display solutions. It is a question not only of providing a waiting client with regularly updated information, but also to communicate a bank's product offerings. Within the strategy put in place by the large banking groups, digital signage solutions play an integral part in global thinking with regards to the transformation of agencies, as well as design or ergonomic factors. The large screen LCD or plasma will become an unavoidable element in the next generation of bank agencies.

### DYNAMIC COMMUNICATION VERSUS TRADITIONAL SIGNAGE

There is another constituent in the mix that should not be forgotten, all sectors included: that of positive returns and this as much in terms of commercial impact as that of reputation, from a screen's dynamic messaging. According to GL multimed@, who benefit from substantial experience in this field, a publicity message on a TV screen has three times as much impact than a commercial brochure... an appealing statistic; and one that gives credit to the

## CALCULATING THE RETURN ON INVESTMENT OF A DIGITAL SIGNAGE SOLUTION

*Interview with Jason Petredis,  
Vertical Market Manager – Financial  
Services Market – Clarity Visual Systems*



**The quality of screens and the choice of technologies employed are of course a very important part of ROI. We spoke to Jason Petredis of Clarity Visual Systems, a US based company and a leader in the digital signage sector, about his experience of the methods of calculating the return on investment of a turn-key solution.**

**Cleverdis:** What are the most important elements to take into account for a bank when looking at ROI on digital signage?

**Jason Petredis:** We always recommend a pilot period of about three months when specific promotions are run through the digital displays.

The best way to measure results is through exit surveys – approaching customers as they're leaving the branch, asking them simple questions. If you have a number of branches retaining "traditional" kinds of signage, you can compare the results. We could even run a sort of competition citing precise elements, such as investment or pension options. The fundamental element to take into account will be the rate of switching to the displayed proposals in the branches during these interviews.

**Cl.:** With regards to the cost of the equipment, what is the importance of the Total Cost of Ownership compared to the simple purchase costs?

**J.P.:** This is where the ROI model comes in and when people have to look at the big

picture – and how much the technology is really going to cost. The display hardware is by far the most expensive part of the overall system. People may wish to go for large flat panels.

We're seeing a lot of people who have even been using plasma technology which has a three year life-expectancy, as it's prone to burn-in and so on. For people looking at a five year plan, LCD is still probably better. The purchase of industrial LCD screens as opposed to standard plasma sets may mean the difference between spreading Total Cost of Ownership over the five years instead of just 18 months or two years.

**Cl.:** What are some of the kinds of ROI you have seen in your projects?

**J.P.:** The most important thing is to look for an increase in a bank's "cross sell" ratio. Digital Signage provides you with the possibility to increase the ratio.

The average consumer of financial services has seven financial relationships, including a cheque account, savings account, mortgage payments, car payments, a couple of Visa cards and maybe another financial instrument of some kind. But maybe only two of these are with their main bank.

So banks want to "own" more of those financial relationships in order to better retain customers and "increase the pain" of switching. If they can make their customers more aware of their additional products and services and engage them in additional conversation, this will increase the probability that they will move an additional account over. Using digital signage this certainly helps in increasing this cross-over ratio... If they implement the appropriate strategy in the appropriate location and are using the appropriate content.

When that mix is done right, the increase in sales can be more than 20!

number one asset of dynamic solutions: their suitability, in terms of the diffusion of targeted messages at point of sales and client transit areas. This concept of digital media combines the advantages of a qualitative and innovative communication support and with those of a promotion tool for efficient sales.

### CREATING AND SUPPLYING THE DIGITAL SIGNAGE AT POINTS OF SALE

Every digital signage broadcast project must begin with defined objectives. Whether the goal be to increase sales, gain customer loyalty, improve product information, produce complementary revenue, or contribute to internal communication...

Further to this, the user may envisage managing the conception phase and the programming of content responding to their objectives. Detailing the editorial thread

could also be envisaged — communication themes (image, price, promotional offer...), types of hooks and clip format — also a breakdown of the programme (duration, local/national link-ups, personalised messages, time slots...). Choosing adapted supports (films, data, interactivity...) as well as the updating process and its periodicity are also to be considered.

Of course, the validation of content as with the choice of technical solutions requires a precise study of the frequentation at the point of sales — periodicity, client profile, and number of passages, the time spent waiting and the potential interest for audiovisual media (information, entertainment, etc).

To be in a position to choose the optimal technical solution, the study must have a financial and qualitative focus. It should integrate different parameters: the size and type of screens, sound, cabling, mounting,

## THE PROBLEMATIC IN 4 QUESTIONS

A company executive considering a dynamic display solution must ask the following questions: For whom? Why? Where? How?

This is a basic approach enabling to take all of the key factors into account, and to obtain a complete tool that responds to all the requirements. Beyond this, it will then be possible to envisage a well adapted technical solution, relevant to the content, the target audience and the particular environment.

### FOR WHOM?

Responding to this question allows our company executive to determine if, after considering his product or service offer, it is advantageous to use this media.

The typology of his client needs to be defined as well as the geo-marketing strategy. Further to this, he needs to determine which messages can stir interest from his clientele and be easily remembered.

### WHY?

At this stage he needs to consider the following objectives: raise the target's awareness, seduce him, inform him and establish his loyalty.

### WHERE?

The question of the physical installation of the supports is naturally a major interrogative point. Several elements enter into play such as the level of communication, institutional, consumerist, promotional...the target client, the time of broadcast, the type of message to get across, etc.

### HOW?

This last question touches on the organisation of the project in terms of resources: content to produce and content available, media planning and broadcast programming, download remotely or on-site, maintenance...it also needs to be decided who will maintain and manage the digital signage devices.



# GL multimed@: a unique solution in itself

GL TV is a solution offering a flow of dynamic content on big screens. Conceived by GL Multimedi@, GL TV benefits from the long experience of GL TRADE in stock exchange and financial products dedicated for real time visualisation. Adapted for banking environments, this offer comes in the form of a complete package integrating a technology, a catalogue and a broadcasting system.



© Photos: GL multimed@

## FROM THE STOCK MARKET TO PERSONNALISED INFORMATION

GL Multimedi@ today develops solutions destined for the financial markets (trading, order management, etc.) as well as bespoke information products.

The understanding of their prestigious clients' requirements has driven GL TRADE to develop products adapted to the bank agency environment.

GL TV, therefore, is positioned as a solution that is easy to manage and administer and open to all types of content. According to Christophe Boussard, technical director of GL Multimedi@, "the bank agencies are not really ideal reception sites, so we assure that the information sent, both software and content, is not too heavy. Our solutions are equally adapted to the transmission methods, either ADSL, satellite or Digital Terrestrial signal".

It is above all a highly controlled system when it comes to information flow, whether we're speaking of the chosen sources, the type of data (text, graphics, video, etc.) or their internal mode of utilisation.

## DYNAMIC INFORMATION CLOSE TO THE CUSTOMER

Banks evolve, on the one hand, in the sense of a "dematerialisation of their services" – available through multiple means: Internet, telephone, etc., but, by the same token, towards a closer relationship with their clients.

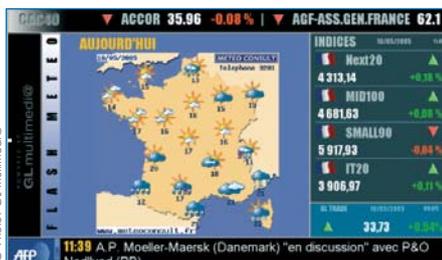
Whether the information be of a financial, capital or product nature, it needs to generate a two-way relationship, while at the same time increasing client frequentation at the bank's agencies. Understanding this, GL multimed@ has based its GL TV solution on an unsurpassed medium: the TV screen.

Situated in the interior of bank agencies, behind the counter or at defined information points, the dynamic sign allows many possibilities: the broadcast of progressive and programmable advertising or animated graphics, reduction in the perceived waiting time; cross selling of a range of products, target messaging working in relation with given times of the day.

## PROVEN TECHNOLOGY AND PROGRAMMES

The GL TV digital signage solution works with all LCD terminals adapted to bank agency configurations, with content and a programming module based on a secure platform. This solution is highly flexible. To this effect, GL multimed@ has a catalogue of qualified content at its disposition, including, for example, specific news feeds from AFP, weather forecasts or stock market information from S & P (Standards and Pools). However, it is also possible to broadcast a bank's own messages (advertising or communication), through various means: flash animations, videos, Microsoft Powerpoint® or Microsoft Word® files.

According to the chosen method of communication, the scenarios are not the same. GL TV was designed for programme modification with relation to the attention span of the different targets. The screen can display different types of information at the same time, with the notable possibility to show a "ticker" with the current prices on of the main market indexes (CAC 40, SBF 80, ITCAC). Moreover, financial information



control box that administrates GL TV is not a proprietary unit, and comes with software that can self-install on all types of Operating Systems.

It is used to define, with no need for specific computer expertise, the modules that will be displayed, and the hours and the duration of the broadcast. Christophe Bousard, technical director of GL Multimedia@ says, "within the banking sector we are confronted with centralised networks that are strongly regionalised which have their own product ranges.

elaborate, in conjunction with the editorial content and the commercial ambitions of the brand.

Naturally, the studies can be performed on-site thus allowing for the adaptation of programmes in direct relation to the collected evidence citing points of satisfaction.



Therefore, we provide for all foreseeable requirements: individual messaging for each screen, centralised solutions or mixed solutions with a common denominator and personalised modules". The central or local administrator can chose to instantaneously add or remove content linked to marketing actions... in real time!

## GL TV: A COMPLETE INTERNAL TV CHANNEL SOLUTION

### A "SMART SIGNAGE" SOLUTION:

- A plasma or LCD screen
- A broadcast technology
- "Rich media" content

### A SIMPLIFIED INTERFACE:

- the choice of sequences
- the composition of scenarios
- broadcasting of the programme to the agencies
- the choice of broadcast frequency
- the broadcast diffusion

### BENEFITS:

- direct communication with the client
- information adapted to the agency's environment
- a "soft" promotion of new products
- a link to publicity messages
- an essential element of "mix-marketing"
- an environment making waiting time more pleasant.



## A SOLUTION THAT EVOLVES IN RELATION TO YOUR R.O.I.

Positive in terms of image and information of close proximity, digital signage is clearly in a phase of apprenticeship. Conscious of this, GL multimedi@ talk of "soft-selling": a practice that is not, strictly speaking, one of solely commercial intent, but one that is more concerned with the overall satisfaction of the client.

The GL TV solution works on increasing the complexity of client relations. It is a dynamic information broadcast solution rather than one of interactivity, with limited investment, which signifies a very low break-even point with regard to ROI.

does not require the diffusion of an audio complement, thus avoiding all sound "pollution".

## CUSTOM SIGNAGE

GL Multimedi@ offers a complete, and very simple to use, administrative solution which enables a real multimedia information display strategy to be in put in place. The

In a pinpointed area, it is possible to test messages, to measure their impact and to enable decisions on where the appropriate investment areas are: the material and programmes to benefit from a raising of standards, from the simplest to the most

# GL multimed@: a major player in display solutions for banks.

GL multimed@ is dedicated to providing information solutions for banking networks and financial companies. With GL TV, launched in June 2005, the subsidiary of GL Trade proposes "broadcast" solutions for information distribution through dynamic digital displays.

A subsidiary of Euronext and GL Trade, GL multimed@ benefits from the reputation of a group specialised in the processing of financial and stock market information. While GL TRADE works primarily with stock market and trading companies, GL multimed@ has developed its products for private banks and financial companies. From its creation, the company has built its

offer around standardised multi-market as well as custom solutions, using all types of supports – Minitel, scrolling screens, intranet/extranet, and today, dynamic digital displays.

## TIME-PROVEN IN INFORMATION FOR BANKING AGENCIES

GL multimed@ was spawned from Chronobourse, a company founded in 1992 by the Paris-Euronext stock exchange. With Chronoval, the company launched an advanced teletext product allowing banks to provide an area dedicated to the stock exchange within their own agencies. Thirty or so banks were equipped in the early stages.

Sold in 1998 to GL TRADE (80% of shares), Chronobourse was renamed GL multimed@ and expanded its offer with GL Trade's Minitel solution, giving financial advisers in the agencies access to real time share prices.

From 1999, Chronoval became Chronoagence, enabling banks to broadcast a wider range of information, integrating their products such as SICAV & FCP prices. "Our clients wanted us to develop our stock exchange products to become communication tools within their agencies", commented Patricia Regnault Fouqueray, Director of GL multimed@.

## GL TRADE, MAJOR PLAYER IN STOCK MARKET DATA PROCESSING

It was in 1987 that GL Trade was created and proposed its first software solutions for the processing of stock indices, sending real-time indices to the Trader, then to back-office.

GL Trade's mission is to respond to all of the information requirements of the international financial community, with constant reception and processing of the flow of sensitive information – negotiation, compensation and delivery payments – as well as the supply of information to assist in "work flow".

During the past five years, an ambitious policy of innovation and external acquisition has enabled the group to expand its offer. Through the opening of subsidiaries in London, Tokyo, Milan, Brussels, Singapore, Johannesburg, Toronto, and Lisbon, and the buying of companies, GL Trade has become one of the major players focusing on all-support broadcast tools. GL Trade is France's third largest software editor.

(Source: Truffe 100)

## INNOVATION SERVING THE MARKET

Attentive to their client's demands, in June 2005, GL multimed@ launched a unique digital display solution to animate and revitalise their client relations in banking branches. GL TV is presented as a truly customisable TV channel: the broadcast and display of all types of information on a plasma or LCD screen, via Internet or satellite, from video communication support to the weather and current share prices.



© Photo: GL multimed@



# POINT OF VIEW

by Gérard Lefebvre, President & Founder - Cleverdis

## The Stakes of digital signage in banks

Cleverdis has given itself the objective of facilitating the task of purchasers, but not to disseminate information "en masse". Our mission, recognized by all of the actors in the market, consists of keeping a finger constantly on the pulse of technological solutions and services in gestation, and on the companies that implement them. It's clear that we only spotlight the technologies, products and solutions that are truly operational, useful and usable. When technological solutions emerge and offer a real potential for a particular branch of industry, our role is to outline them, specify their implications and effects, both in the short and long-term.

Here, it's a case of dynamic signage in the banking environment, which is today experiencing strong growth. We think that it is a field where the personalized information delivered in agencies offers a true benefit for the customers as well as for the bank staff. Just as the consultation of our accounts on Internet or by telephone is becoming banal, the use of dynamic information, at self-service areas or behind tellers, will become the norm as part of the new total ergonomics in the banking agencies.

We are particularly happy to have compiled this Special Report which exposes the value added of GL multimed@ in the banking field. To this extent GL multimed@ benefits from the credibility and know-how developed by GL TRADE, which for more than fifteen years has imagined and realized solutions for stock exchange information destined for banks. Their active presence in the market will without any doubt feed the growth of the display sector and will foster confidence with regard to the suppliers of services and dynamic ad hoc solutions.

## CONTACT DETAILS

[www.glmultimedia.com](http://www.glmultimedia.com)

**Patricia REGNAULT**  
General Director

[patricia.regnault@gltrade.com](mailto:patricia.regnault@gltrade.com)

**Ginette CHAUBO**  
Sales Manager

[ginette.chaubo@gltrade.com](mailto:ginette.chaubo@gltrade.com)

11, rue Paul Lelong - 75002 Paris - France  
Tel. : +33 (0) 1 53 40 00 00  
Fax : +33 (0) 1 53 40 57 23

