



Since 1991 Omnivex has been helping transform the way organizations interact with their audiences by empowering them to deliver targeted visual messaging. Omnivex's powerful digital communications platforms enable organizations to easily connect, distribute and present targeted real-time information across their entire business on any screen, from a digital sign to a tablet to a mobile phone.

OMNIVEX IN BANKING & FINANCE

From the trading floor to individual branches to the corporate offices real-time digital communications are integral to success. Keeping customers and employees up to date with changes in things such as stock prices, financial news, interest rate changes and other key information is not just a nice idea but a requirement. Interactive kiosks, video walls and integration with technologies such as sensors, RFID, or devices such as mobile phones and tablets also helps create a experience that spans multiple technological platforms.

BENEFITS OF DIGITAL COMMUNICATIONS

- ✓ Reduced perceived wait times
- ✓ Increased sales
- ✓ Real-time communication of key info

DIGITAL COMMUNICATIONS HELP BANKS:



REDUCE

Perceived wait times
in branches



INCREASE SALES

Through cross-selling and up-
selling of products & services



COMMUNICATE

Real-time information
on stock prices, interest
rate changes, etc.



CUSTOMIZE

By geographic location to reflect
local languages, products or
services

CUSTOMER CASE STUDY

Celebrating over 30 years of banking success, Woodforest National Bank is a privately owned community bank currently servicing over 900,000 customers at more than 750 branches across the U.S. Woodforest selected Omnivex digital signage software to manage their network after going through an extensive evaluation process that spanned a full year, "We selected Omnivex because of its ability to handle data," said Cindi Stewart, Vice President of Marketing for Woodforest National Bank. "Having the Omnivex scheduling capabilities helps Woodforest execute its digital marketing campaigns in a timely and efficient manner - all from our offices in The Woodlands, TX. " The move to digital signage has also enabled Woodforest to reduce their total paper output which not only serves an environmental purpose, but saves time and reduces costs as well. Now, content across their many store locations can be updated instantaneously, without requiring signs to be changed manually or spending time waiting for new content to be printed.