

DYNAMIC VISUAL NETWORK

Digital Signage Drives Business Growth, Member Satisfaction.

It's a fact – digital signage captures the attention of over 60% of adults 18-55 — the highest level reported across all media including billboards, magazines, TV, the Internet, newspapers, radio and mobile phone advertising. Displaying relevant content on vibrant flat screen monitors placed in your branches' lobbies provides credit unions with an effective way to educate, engage, and entertain members.

Meet CyKlops –Dynamic Digital Messenger.

With the **CyKlops Dynamic Visual Network**, you transform your branches' video displays into truly engaging marketing and entertainment channels. Imagine turning your single mode big screens into multi-channel viewports that can play a variety of programming or media.

Why Digital Signage?

Digital signage is a proven communication channel to:

- Promote and cross-sell credit union products, rates and services.
- Educate and inform members about credit union events.
- Generate revenue from local businesses with ad placements.
- Improve members' perception of wait times for service.

Marketing Plan Support and Content Management.

Content design and management resources can sometimes present a challenge. The Cerebellum Group's team can help you design a digital marketing and support plan with content management services that align with your overall marketing strategy.

Pipe national news into one viewport



Promote your own products here

Run an ad for a small business member in another viewport

Use a text crawl to tell members about upcoming events



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Reach and Grow Emerging Member Segments.

For credit unions looking to reach small business owners and the Gen Y population, digital signage is an ideal vehicle to:

- Capture attention and interest using ads that promote your small business members' enterprises and help match their services with the needs of your other members.
- Interest small businesses in joining your credit union or using more of its small business services. By running a couple months' worth of free advertising, you provide the business with an incentive to join or more deeply tap into your value.
- Attract the eyeballs of the Gen Y audience with popular youth-oriented videos and promotions for your age-appropriate services – digital messaging is ideal for promoting your continuum of services to meet the needs of your younger members as their financial needs change over time.

Technical Tidbits.

CyKlops' innovative digital media player and software offers unlimited flexibility in screen layout design and content and media presentation.

- Supports customization of the number and size of the viewports.
- Lets you control the color, speed, and font types for your screen scrawls.
- Plays your credit union's marketing promotions in shuffle mode or at specified times.
- Accepts optional RSS feeds for news, weather, stocks and sports updates.
- Streams live web feeds with audio and video to designated viewports.
- Delivers content created in all of the most common audio and video media formats.
- Features world-class security from hosted data center.
- No server hardware required.

Think about the Possibilities with CyKlops.

CyKlops is best appreciated when seen in action. Call us to learn more and to schedule a brief demonstration. You'll see first-hand how the **CyKlops Dynamic Visual Network** can create greater interest in your products and services. We think you'll like what you see. Contact us at **800-272-4649** or **solutions@cerebellumgroup.com**.