

## Press Release

*Vienna, March 28th 2024*

### **Sparkasse Amstetten: Advanced technology for first-class customer service**

**Sparkasse Amstetten continues to set the standard in the financial industry by upgrading its technology to better serve its customers and keep up with the latest developments. Sparkasse, one of the oldest financial institutions, has pursued the goal of promoting financial health for millions of private customers and medium-sized businesses for over two centuries.**

Sparkasse is striving to modernize its branches and optimize customer contact. This is being achieved by using state-of-the-art technologies, in particular the software from easescreen.

The technical implementation of this upgrade is impressive. The solution combines Windows and HTML5 clients that are controlled by a central management server. With a total of 10 individual displays and 2 video walls, the system offers a versatile and appealing way to effectively present customer information and advertising messages.

The use of the webinterface for displaying the screens enables Sparkasse employees to update and adapt content simply and easily. This offers a high degree of flexibility in the design of digital content and makes it possible to react quickly to current events or special offers.

In summary, the adjustments and the implemented Digital Signage System result in many advantages. Through the targeted placement of relevant information and advertising messages, customers can be better informed and involved, which leads to improved customer interaction. The attractive presentation of content on video walls and individual displays helps to strengthen the brand presence and convey a modern image. Thanks to the central management system, content can be managed and updated efficiently, saving time and resources.

Overall, the system offers an effective way of optimizing customer communication and successfully positioning the brand.