

## AdQue® Case Study First Farmers & Merchants Bank

### Lobby Entrance

Upon entering the rotunda, customers are immediately presented with pertinent information such as community events and welcome messages along with new products and services. Hi-def TV can be turned on to allow watching sports events of interest or a breaking news or weather story.



### Board Room

A large 65" display doubles as a message center as well as providing a display device for presentations. A simple PC connection is available in several locations within the board room to allow lap tops to utilize the display. Hi-def TV can be turned on to allow watching sports events of interest or a breaking news or weather story.

## Teller Row

Teller LCDs display customer messages while the station is not in use. An articulating arm in conjunction with an A/B switch allows the teller to determine which function the LCD is to perform.



## Self Service Area

The AdQue Internet Kiosk offers access to customer accounts and also serves as a training area to facilitate migration to online transactions.

The self-service coin provides a welcomed service. Each LCD can display a unique message that is appropriate to the time of day, day of week, and month of year.

## Check Writing Desk

The check writing desk is equipped with three private areas, each with an LCD showing up to the minute news, weather, sports, and stock market information along with an entertainment component to help maintain customer attention. Branding messages along with product and service messages are interspersed.



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