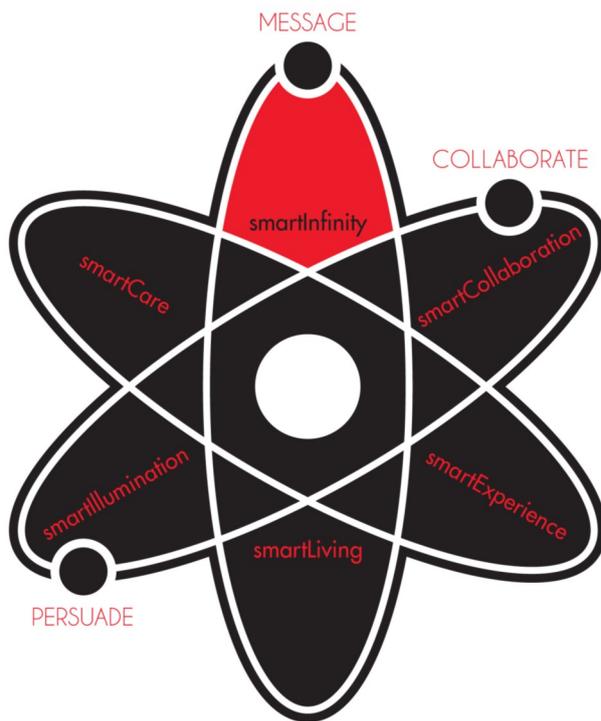




## Overseas Chinese Banking Corporation (OCBC)

*Multi-bank branch transformation of OCBC's retail branches for consistent customer banking experience*



OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks. Since the time of their founders, they have always understood the financial needs of their customers and developed financial solutions that meet their needs.

So, when its time to upgrade all their retail bank branches (more than 60) in Singapore, for a more consistent look as well as to provide the right & conducive banking experience - they looked to IBM Singapore & Vistron, for guidance.

Vistron worked with our partner, IBM Singapore Global Technology Services (GTS) team, that specializes in providing IT consultation on design & installation, and the Digital Media & the centralized management of digital content. From the initial design process, set fabrication, equipment setup, to testing and commissioning, the two establishments worked hand-in-hand through every step of the process.

**Samsung DM-Series** of slim, direct-lit LED commercial digital signage displays were chosen for their high brightness, robustness & reliability, which allows the best display of OCBC's financial products & other marketing messages.

Samsung DM-Series displays deliver industry-leading performance, proven Samsung technology and a wide array of sizing options for adaptable and dependable business usage to meet various business needs. These attributes make DM Series the smart choice for any business or retail establishment. The displays offer durable and extended 24/7 usage to ensure that your business messages are conveyed whenever and wherever they are most impactful.

**Extron HDMI 4K Extenders** were utilised between the control PCs and the actual & different locations of the various Samsung displays, within each Retail Branch. These extenders support up to 4K resolution, thus ensuring future-proof investments.

**Qmatic Queue System** were integrated with the Digital Signage solution, to enable OCBC's customers to "observe" & await their turn to be served by the bank's tellers, from the comforts of their seats.

All in all, this "upgrade" of OCBC's branches, allows a seamless & efficient operations for the bank's staff, while providing a good retail banking experience for every OCBC customer.



**Samsung 32", 40", 48", 55" & 75" commercial digital signage displays**



**Extron HDMI 4K 230 Extender**



*" OCBC - in collaboration with IBM - is our first multi-location installation customer. We have gained a lot of experience from this project, and believe that together with IBM, we have delivered quality services to OCBC. Most importantly, we are still providing AV services to OCBC as our major customer after 8 years"*

**Clarence Ewe, Managing Director, Vistron**



**Qmatic Queue System**