



Improving the Financial Services  
Experience with Innovative  
Digital Displays

# Table of Contents

---

Introduction.....	2
Welcome Customers Into an Exciting Digital Experience.....	3
Enhance Meeting Room Communication and Collaboration.....	5
Reduce Desktop Clutter and Improve Workspace Efficiency.....	6
Finance a Better Future with Thin Clients.....	7
Why LG For Finance?.....	9
Conclusion.....	9



# Introduction

---

Today's banking and financial service customers have enhanced information at their fingertips via the Internet, and expect a connected business that instantly responds to their needs. And customers familiar with the digital landscape have high expectations regarding differentiated services. As a result, customer preferences for online/mobile platform services are rising while face-to-face interactions are decreasing. But customers still want to engage with a personal banker when dealing with serious financial decisions, opening new accounts and making major transactions.

In response to declining foot traffic, the financial services industry is transforming. Finance companies

are remodeling their brick-and-mortar locations and reinventing their customer experiences to be more welcoming, more accommodating, more valuable and more likely to get customers to come in, stay longer and return often. It's a strategy similar to what we're seeing in brick-and-mortar retail stores, as they evolve their in-house digital experiences to increase 'stickiness.'

This eBook will address how LG commercial displays can improve the digital experience in banks and financial services companies, from the front-of-house to the back-of-house.

# Welcome Customers Into an Exciting Digital Experience

With strategic use of digital signage in the lobby, finance companies can keep their customers engaged, informed and entertained. Digital signage enhances the customer's experience in several ways: It could be by providing way-finding directions, product and service information, company news, or by reducing stress with infotainment if they're waiting in line to do a financial transaction.

Finance companies are using digital signage creatively too. They're using large format displays or video walls to show compelling content while their customers relax in coffee-lounge areas staffed with baristas. Others are offering displays in specified areas for their business customers to use for client presentations. Still others use dual-sided displays near the front window, with content facing out to attract passersby and content facing in to engage customers further. It's all to drive the value of the in-person experience.

## What's on the Screens?

There's never a shortage of relevant content for a finance company. Messages can include real-time updates on interest rates, quotes and stock prices; current news and local weather; current promotions, company news and service details. An added benefit is the considerable amount of time saved for employees as the display content answers questions before the customers ask.

Content can be created and managed remotely, even across branches, or down to individual displays,



via LG's webOS for Signage all-in-one hardware and software platform. The platform works with the displays' embedded system-on-chip (SoC) and eliminates the need for external media players and the associated mounting hardware and cables.

## Engage Customers with a Personalized Experience

LG commercial displays are available with embedded Beacon and Bluetooth® Low Energy (BLE) technology to enable individualized messaging to customers that have the business's app on their smartphones – the most effective types of messaging make the customer's immediate experiences easier and richer. In addition, displays equipped with touch screen technology can enable interactive way-finding and invite customers to learn more about the products, services or company.

## Spectacular Displays Make a Grand Impression

Standard functional displays are digital signage, digital posters and interactive screens. But there is also a competitiveness between banks and financial services companies concerned about the image they are projecting to customers. LG OLED, Ultra Stretch and Direct View LED displays offer a key advantage in creating a statement of prestige, client-focused strategy and savvy marketing.

- **LG OLED** - From an artistic perspective nothing compares to LG OLED commercial displays. Lightweight, razor-thin and flexible, they can be suspended, built into video walls, curved and wrapped. Some are dual-sided and capable of mirroring or swapping content on either side.
- **Ultra Stretch** - LG's head-turning 32:9 and 58:9 Ultra Stretch UHD displays can go where no display has gone before, creating 7-foot tall freestanding digital pillars or spanning atop teller areas.
- **Direct View LED** - 1.0mm - 4.0mm fine pitch DVLED (600 or 1000 nit) is being used in applications with very large walls facing out to

the street; and in boardrooms and executive auditoriums in place of projection. DVLED has no seams, providing a high-resolution image unequaled across large expanses.

- **Video Walls** - Ultra-narrow bezel video walls can stop customers in their tracks with breathtaking dynamic content and a near seamless look. A large 5 x 5 panel video wall, for example, is an attention-grabbing way to make the customer's visit memorable.

## A Note About Digital Signage Network Security

Like other digital networks, a digital signage network can be vulnerable to cyber threats. As a defense, organizations often run their digital signage on a sub-network (subnet) – a portion of the network out of the main data flow (independent network). What's more, LG's new webOS for Signage 4.0 platform offers full-on encryption at the IP layer, providing another powerful defense against cyber threats.

LG can work within a company's digital signage network environments in a number of ways including a cloud-based solution, or an on-premise solution if cloud is not permitted. In any case the displays can be easily configured for USB input lockout as an additional measure.



# Enhance Meeting Room Communication and Collaboration

## LG Large Format Displays

For back-of-house presentations, training and videoconferencing in conference rooms and huddle rooms, large format 4K UHD displays are the ideal solution thanks to the outstanding image quality and future-proofing they provide. LG 4K UHD displays feature auto detect functions that sense when a notebook is plugged in, a standby screen that can be branded with your company's logo, plus full compatibility with industry-leading meeting room control platforms.

LG's 98-inch 4K UHD display is the largest LG single display that can be purchased for a conference room instead of using high-maintenance projection. Companies looking for something even bigger can opt for an LG video wall or a massive indoor DVLED with fine pixel pitch.

## Automating the Conference Room

LG provides a host of commercial displays that

are Cisco Certified and Crestron Connected® for seamless integration, automated videoconferencing and meeting room control. These displays eliminate the significant expense and time required to set up a display at the systems integrator level.

LG's plug-and-play solution for the Cisco Spark Room Kit and Spark Room Kit Plus is currently being used to standardize videoconferencing throughout worldwide branches and offices of major financial services organizations, and backed by global support from both LG and Cisco. Both room kits offer sophisticated camera technologies that bring speaker-tracking capabilities to every room.

**Learn more about LG/Cisco solutions [here](#) or copy and paste the link in your browser.**

[www.lg.com/us/business/commercial-display/certifications/cisco-compatible](http://www.lg.com/us/business/commercial-display/certifications/cisco-compatible)

Crestron automation and control solutions let people control entire environments. Utilizing a Crestron Airmidia unit, a presenter can enter the meeting room, connect to the Airmidia device via wireless Ethernet and start a presentation. A user can turn on the LG display, dim the room lights and close the blinds with a simple push of a button.

**Learn about LG/Crestron solutions [here](#) or copy and paste the link in your browser.**

<https://www.lg.com/us/business/commercial-display/certifications/crestron-certified-products>



# Reduce Desktop Clutter and Improve Workspace Efficiency

---

## LG UltraWide® Monitors

Companies today are moving away from a dual/multiple monitor workspace environment to a single high-resolution ultra-wide display form factor. This creates a more seamless environment with fewer connectivity issues, reduces overall cost and looks great on the desk. LG's ultra-efficient and ultra-detailed UltraWide monitors present an easy and cost-effective approach to reducing clutter and improving efficiency. With a 21:9 aspect ratio and 34-inch, 38-inch and new 49-inch screen sizes, users can comfortably view multiple documents or applications simultaneously.

**For consumer banks**, the curved UltraWide monitors portray a classy, modern image to bank customers as opposed to the old-school clunky monitors of yesterday. Today's customers are much more sophisticated when it comes to media and banks want to project a more professional image to their customers through the bank's workstations.

**Trading floors have expanded needs** and it is not uncommon to see six monitors on articulating arms being used. Stock traders must generate instant profit based on information from numerous sources that is ever-changing. Therefore a highly immersive display is required in order to promote high concentration while enabling multitasking. Stacking two 38-inch UltraWide monitors, one on top of the other, will provide eight inputs on two displays and

can result in less workspace fatigue while creating a finer degree of ambience with clean lines and an unobstructed view.

## Advantages of LG UltraWide Monitors

- The 21:9 aspect ratio is 2.4 times wider than the standard 16:9
- Available in WQHD (3840x1600), QHD (3440x1440), and FHD (1920x1080) resolution
- LG's In-Plane Switching (IPS) technology provides a true 178-degree wide viewing angle where color and contrast remain consistent and data is clearly readable
- Accommodate four inputs per monitor on select models
- 4-Screen Split feature divides the screen into four customizable segments for easy multitasking
- Reader Mode reduces blue light to lessen eye fatigue
- Flicker-Safe reduces flicker level to minimize eyestrain
- Fanless design provides virtually noise-free operation

**See LG's selection of UltraWide monitors [here](#) or copy and paste the link in your browser.**

[www.lg.com/us/business/commercial-display/it-products/desktop-monitors/ultrawide-monitors](http://www.lg.com/us/business/commercial-display/it-products/desktop-monitors/ultrawide-monitors)



## Finance a Better Future with Thin Clients

Nothing is more sensitive than money. Maximizing performance while keeping technology secure is critical for your institution's integrity and your clients' financial welfare.

Every LG Thin Client provides a secure, reliable, and cost-efficient virtual desktop experience that's easy to implement and manage. When they're deployed in financial settings such as banks and wealth management firms, LG Thin Clients can provide additional benefits.

### Keep Objectives in Sight

Keeping tabs on financial matters requires unwavering attention to constantly changing data. LG Thin Clients

support continuous multitasking with scalable, multi-monitor support up to 4K resolution. In addition, for complex financial transactions and modeling, IT administrators can create powerful virtual machines (VMs) within the data center and allow analysts to access them through their LG Thin Clients.

### Up to 51% Savings on Estimated Annual Cost

Compared to conventional PCs, LG Thin Clients reduce operational and maintenance costs with streamlined manageability and long product lifecycles.\*

### Secure Client and Personal Financial Data

LG Thin Clients never store valuable and sensitive financial information. Instead, that information





*38" Curved UltraWide  
AIO Thin Client  
(38CK950N)*



*24" Widescreen  
AIO Thin Client  
(24CK550W)*



*Thin Client Box  
(CK500W)*



*Mobile Laptop Thin Client  
(14ZT980)*

remains safe at the data center and is only accessible by authorized users, bringing peace of mind to your office and the clients who depend on you.

**Deliver Stable, Reliable Performance**

Seconds can make all the difference in the high-stakes world of investing. Trading clunky and demanding PCs for streamlined LG Thin Clients lets the office do more with less IT red tape, eliminating potential downtime due to constant updates or maintenance.

**Optimize Productivity and Compliance**

Compared to traditional PCs, LG Thin Clients simplify management and compliance. IT administrators can update software and implement rule changes from a single management console—for instance, making

software security updates at the data center and limiting the use of USB drives across the Thin Client fleet. The relative simplicity of the process can improve overall compliance and free administrators to focus on other tasks.

**Cloud Computing Benefits**

- High security
- Centralized device management
- Effective distribution of computing power
- Low maintenance cost
- Longer endpoint product lifecycle

See LG's family of Thin Clients [here](#) or copy and paste the link in your browser.

[www.lgthinclients.com](http://www.lgthinclients.com)

# Why LG for Finance?

---

When selecting a digital display solutions partner it is important to choose a manufacturer that provides end-to-end deployment and management support. LG is a global company renowned for world-class support, and that includes a vast network of systems integrators, installers and solution partners to ensure you get the most from your investment. And LG is an

industry leader in commercial displays, with a vast array of innovative products that can transform your business. We stand behind those products with one goal: Maximum uptime all the time.

**Learn about LG's Enhanced Service Plan [here](#) or copy and paste the link in your browser.**

[www.lg.com/us/support/business/enhanced-service-plan](http://www.lg.com/us/support/business/enhanced-service-plan)

## Conclusion

---

Whether a bank or financial services company is highly experienced in the digital marketplace or just beginning, LG has the answers to help you visualize your solution and implement it successfully. Since our commercial display products cover front-of-house to back-of-house applications, it is often possible to spread out costs between different departments – corporate communications might pick up the cost for training; marketing & branding might take the cost for

front-of-house. With various intended uses, not any one cost center would need to bear the entire load.

Contact your LG representative today and discover how you can reinvent your brick-and-mortar customer experiences to be more welcoming, more accommodating and more valuable.

**Let us help expand your business.**



\*Simulation data based on a virtual work site with 1,000 employees.

© Copyright 2019 LG Electronics USA, Inc. All rights reserved. Design, specifications, and features are subject to change without notice. All images on screens are simulated. All trademarks are the properties of their respective owners.