

**Renovating the branch, while at the same time brightening its image from that of a conventional bank. Clear, bright plasma displays deliver timely and useful information to customers.**

### Installation Details

#### **An array of 13 plasma displays reliably deliver vital information.**

Sumitomo Mitsui Banking Corporation (SMBC) selected its Sannomiya Branch from among its head office and branches to serve as a new model branch, specially geared to the needs of individual customers. Overhauled and recently reopened, the Sannomiya Branch is today the nerve center of SMBC's personal banking operations. The bank has great expectations for the Sannomiya Branch, and personnel from other branches frequently come to observe developments there. The purpose in refurbishing this branch was to say, "This is what the bank of the future will look like." As an integral part of the enhanced communication equipment that keeps customers in touch with the latest news and information while making the interior more inviting and comfortable for customers, the Sannomiya Branch introduced as many as 13 bright, crisp plasma displays.

#### **"Comfort" and "peace of mind" were watchwords for the branch renovation.**

SMBC revamped the Sannomiya Branch with three goals in mind. The first was to create a comfortable space where customers can consult with bank representatives in a relaxing setting. The second was to create an atmosphere more like a café than a traditional bank branch, in harmony with Kobe's unique urban milieu. Finally, the bank wanted to create an information counter that makes customers feel welcome and comfortable in making general inquiries. To enhance customers' comfort while they wait to be served, information on products and market trends are displayed on Panasonic plasma displays distributed around the interior.



The branch is located a few minutes' walk from JR Sannomiya Station, the gateway to Kobe, for unbeatable convenience.



The branch was refurbished for a brighter, more open look.



Customers enjoy the plasma display's clear images.



# Plasma Display System Report

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## System Outline

The show window incorporates a nine-screen plasma display, simultaneously relaying multiple information content.

The 13 plasma displays installed at the Sannomiya Branch consist of four displays inside the main floor and in the ATM area and a nine-screen display system in the show window. The show window faces a busy shopping arcade for maximum exposure.

In the past, conventional CRT displays were used to present video features of SMBC services. The Sannomiya Branch switched to plasma displays for their exceptional versatility. In addition to video presentations, plasma displays can accept digital data from PCs and other sources. With the flexibility of this new presentation medium, the branch can now deliver financial market updates, general news, and financial planning tips, all in real time.

The plasma displays in the interior are switched on and off by staff members in charge. The display in the ATM area and the nine-screen display switch on and off automatically concurrent with the operating hours of the ATM area.



1 The bright, open plan invites customers to make use of the information counter.



2 A plasma display (fitted in a special housing) is positioned in consideration of the movement and line of sight of customers at the entrance.



3 An easy-to-view, flat-panel plasma display is mounted on the pillar—normally a little used space, thereby putting this space to effective use.



4 The wall-mounted plasma display installed in the ATM area provides customers with a diversion to make the wait easier.



5 The nine-screen plasma display faces the shopping arcade on the branch's north side, providing passers-by with the latest information.

### After Installation

#### Plasma Display Applications and Features

Conveniently located in the center of Kobe, this branch has always had a large customer base. Still, the renovation has made it even more welcoming, and the number of customers has clearly grown. Customers have also commented that the images are easy to see and that waiting has become more comfortable. Many customers watch the images. The slim plasma displays attach neatly to pillars and walls where it would be difficult to mount conventional CRT displays, and this makes the branch more spacious and brighter. Being a model branch that specializes in dealing with individual customers, the bank staff have also grown more enthusiastic as they aim to match their work styles to the advanced infrastructure.

