

## 3M Unveils Digital Signage Centre of Excellence

*Banking made easier through Digital Signage*

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3M Commercial Graphics Division, a division of 3M Limited, today announced the launch of the Digital Signage Centre of Excellence at the 3M Innovation Centre in Bangalore. A one stop shop for digital signages, the Centre will display and demonstrate a wide range of innovative solutions for customer, including applications for the banking industry. With new technologies that have revolutionized the entire banking industry, customers are now dependant on ATMs, internet and mobile banking. 3M Digital Signages allows banks to "narrowcast" a mix of promotional and informative messages on display network across branches.

'With more than 50,000 screens to be installed over the next 18 months, India is a huge market for digital signage's. Yet the plethora of solutions available makes it a difficult choice for customers,' said Prabhu Venkatesh, Business Manager, Commercial Graphics Division, 3M Limited. 'The 3M Centre of Excellence will help customers to understand and evaluate the best digital signage solutions for their requirements, be it hardware, software, display devices or connectivity.' 3M Digital Signage powers more than 1000 screens in India, of which 600 cater to the retail food and grocery segment.

Digital Signages can play an important role in retail banking to communicate various kinds of information to customers be it introduction of new products and services, forex rates, lending rates, etc. It also helps bring down costs incurred in traditional printing and marketing requirements and moreover, the entire communication network can be managed centrally.

Debasish Gupta, General Manager, Commercial Graphics Division, 3M said, 'We are the largest providers of networked screens in India. The 3M Digital Signage software helps customers beam and control customized content from a central network operating centre and this was amply demonstrated when we were selected to run 102 screens installed at all the train stations in Bangalore.'

The Centre of Excellence, for the first time, provides clients with an opportunity to test the Digital Signage software with a specially developed entry level version media player. Connectivity options like VSAT, WiMAX and terrestrial broadband are some of the features that clients can test before they finalize the platform that best suits their needs.

3M Digital Signage software has worked with leading media companies to offer customized Digital Time Table solutions for the Indian Railways and a GPS / GPRS based Digital Signage solution which is currently being rolled out in buses.

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### **About 3M:**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology

platforms - often in combination - to a wide array of customer needs. With \$24.5 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

3M India Limited is the Indian arm of 3M and has been in the country for the last 20 years and markets about 3000 products in India with leading positions in health care; industrial markets; display and graphics; consumer and office; safety, security and protection services; electronics and communications; and transportation. 3M's wide product portfolio is backed by the guarantee of innovation and performance that has made 3M popular with millions all over the world. Today, 3M has over a 100 year track record of being one of the most innovative corporations worldwide. Fact is, half the world's population today enjoys experiencing at least one of 3M's products, either directly or indirectly, every day. For more information, visit [www.3M.com](http://www.3M.com).

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