

- A&L first introduced plasma screens into their branch network back in 2000.
- These were initially installed as part of the Welcome Desk set up as this area was and still is seen as a pivotal part of the branch.
- The screens played a basic message through a 'standalone' PC.
- A selection of the installations had Audio.
- Others had both Audio and a satellite TV feed which was displayed picture in picture (PIP).



- During 2005 through a joint initiative with Marketing the screens were repositioned to the back of the counter to optimise maximum customer viewing.
- Through the same initiative Marketing changed the content to provide monthly campaigns through the screen as well as localised messages (i.e. welcoming the customer to their local branch).
- From 2005 the Audio and Satellite TV feed was removed from branch network installations



- From 2002 onwards rear projection systems were installed in a selection of branches within the network. These 'day bright' screens permitted media viewing through glass and were introduced to maximise messages and campaigns to the general public as well as to A&L customers.



- Rear and Front Projection systems were also installed in other areas including various sites within Carlton Park HQ, contact centres, and staff training facilities in the field. These displayed up to date information for staff and educational content for staff undergoing training. One of the most prestigious of these is the large format rear projection system within the Horsefair Street branch.



- As part of the above Retail Network initiative during the refurbishment programme 2005 – 2007, A&L reviewed the media screens with a view to move these to the next stage; LCD Screens. As part of the branch design, both internal and external screen media were introduced, taking the opportunity to exploit premises to provide coverage to the general public as well as to our customers.
- LCD systems were also installed within Carlton Park HQ and several contact centres.



- The 'day bright' screens were introduced above the external ATMs to maximise messages and campaigns. These 'anti glare' screens allowed media viewing through glass.



- Plasma Systems - 52 in branch, 2 in contact centres, 1 in HQ
- Projector Systems - 12 in branch, 3 in training rooms, 8 in HQ, 1 in contact centre
- LCD Systems - 115 in branch, 11 in contact centres, 2 in HQ, 2 in
- In Window LCD Systems - 91 in branch

- System Variants
 - Picture in Picture
 - Selection of sources; - PC, Video, DVD, Satellite and Terrestrial TV feed
 - Small to very large format screens
 - Audio equipment
 - All of the systems are currently “standalone” and media content is updated by CD

- Networking
- By utilising, the existing branch network, ADSL network or the 3G wireless network the media content could be remotely downloaded and managed, allowing content to be changed and updated quickly and more efficiently.
- There are well proven products available which can be integrated into systems permitting far more powerful and modern information presentation. They provide a multimedia, multi input, multi-zoned solution, which can display both stored and live media such as, RSS feeds, web pages and broadcast or locally streamed TV.
- Interactive products may also be a consideration as this allows existing and potential customers a degree of access to banking and customer services which they can explore alone, gaining information and product confidence.

Scrimsign Micro - Electronics Ltd, a family business established in 1986 with a manufacturing factory in Irvine, specialising in Electronic Information Display Systems and staffed by highly experienced hardware and software engineers.

Since conception we have designed and manufactured a wide range of products and system solutions for many prestigious Blue Chip clients in the financial, transport, electronics, health, industry, education, leisure and government sectors.

We will support you through the whole process from initial advice, system design, customised system software development, manufacturing site installation and on-site servicing.

Scrimsign design, manufacture, install and service visual information systems throughout the whole of the UK.

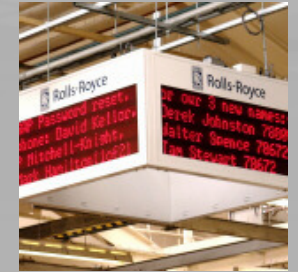


Electronic Display Systems





- Outdoor LED Displays
- Indoor LED Displays



- Reception LED Displays
- LCD Monitor Systems



- Interactive Kiosks
- Projection Systems



For more examples of our products please visit <http://www.scrimsign.co.uk/>

- Scrimsign seeks to develop relationships with our clients in order that we better understand our clients desires, needs and goals. This enables us to provide more comprehensive, satisfying and long term solutions which ultimately are more cost effective. We always aim to achieve this by : -
 - Listening closely to our clients aims
 - Providing advice and solutions from our 24 years experience
 - Designing solutions tailored to each individual client's needs
 - Ensuring that solutions meet with client approval before deployment
 - Sourcing and supplying the products
 - Configuring, Installing and Commissioning systems
 - Providing ongoing support and maintenance
 - Keeping our clients aware of new technologies and media which may benefit them
- Scrimsign offers a wide range of products, expertise in design of bespoke systems, hardware and software and quality installations

Aberdeen Airport
Bank of Scotland
BNFL Hunterston
Caledonian Cinemas
Compaq Computers
Edinburgh Airport
First plc
Halifax plc
IBM
Lancashire Police
Molson Coors
Nationwide Building Society
Orkney Ferries
Schools
Sky TV
Strathclyde Police

Alliance & Leicester
Barnsley Building Society
BNFL Sellafield
Caledonian MacBrayne
Digital Equipment Corp
Esso
FMC Lithium
Highland Council
John Hillhouse
Local Authorities
Motorola
Nexus
Rolls Royce
Scottish Power
Southampton Airport
Sun Microsystems

Avecia
Black & Decker
British Telecom
Colleges & Universities
Drax Power Ltd
Famous Grouse
Glasgow Airport
HM Prison Service
Kvaerner
Ministry of Defence
National Semiconductor
NHS Hospitals
Royal Bank of Scotland
Shetland Council
Stansted Airport
Wrigley Co. Ltd