

# Case Study – interactive banking



## Overview

Media Window for OCBC Bank

## Product

F4 Audio Drives

## Designer/Installer

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



OCBC bank has been a very successful regional bank with branches in Singapore, Malaysia, Indonesia, Thailand and many other Asian countries.

In Singapore they have branches in every town-centre and suburban area. OCBC bank is highly regarded in the region and has the highest credit rating in the region.

With all 62 branches of the bank located near pedestrian malls and population dense areas, OCBC has decided to come up with their version of a media window based on the Feonic whispering windows concept.

As the banks are generally small a solution was required to prevent excessive sound transferring into the interior, whilst sounding loudly enough outside to attract attention. Feonic Singapore's novel acoustic solution solved this problem enabling the technology to be used even in the smallest branch.

*"The whispering windows concept has proven its effectiveness for retail operations. Once converted to a media deliver platform for commercial operations like banking, it has proven to be an effective way get its products (in this case home loans) to its customer base in an extremely competitive banking environment".*



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