



ATM Marketing Solutions

Turn Your ATM Fleet into a Sales Force

The continued growth of self service banking has presented financial institutions with a new approach to marketing their products and services. Retail marketing at the ATM has increasingly become an effective tool to reach consumers. Unlike other forms of advertising, an ATM transaction requires the customer's undivided attention for a pre-determined period of time. Without the ability to turn off the ATM or change the channel, your customer becomes a captive audience for your visual message. Using enhanced ATM screen graphics, animations and coupons, Pendulum provides financial institutions with custom marketing campaigns designed by Ticata® Media in Motion for NCR ATMs.

Expand your marketing strategy

- Re-enforce your brand at all your ATM sites both on and off premise
- Cross sell additional financial products and services
- Differentiate your financial institution from competitors
- Generate revenue from third party advertisers



Getting started is quick and easy

- Robust screen design package includes five screens and one coupon
- Expertly designed and easily installed within ten business days

Grow your campaign with your business

- Add more custom screens to promote more of your products and services
- Add animations to communicate more information in the same amount of time as static screens

Each screen design package includes five customized screens and one coupon unique to your marketing message. Examples are shown here:

FOR CUSTOMER SERVICE CALL
1-888-231-9800

BANK 450
MORE THAN 25,000 ATMS.

11/18/04 09:15PM
ATM: SMOD1234 SER NO. 16325
CARD: *****8915
*READER DRUG STORE
CHESTERFIELD MO

WITHDRAWAL FROM CHECKING PRIMARY NEW BAL \$60.00 \$1832.22

BANK450
a bank you can trust.

Buy 1, Try 1 FREE
Buy one READER brand item and try another one for FREE. Free item must be of equal or lesser value.


4 10050 00000 9

LIMITED ONE PER CUSTOMER
OFFER EXPIRES 05/15/04

Barcode Program

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If you're not banking with us You should be.

BANK450
a bank you can trust.

Bring this coupon to a Bank450 branch to find how you will benefit from banking with us.

Bank Marketing Message

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CHESTERFIELD MO

WITHDRAWAL FROM CHECKING PRIMARY NEW BAL \$60.00 \$1832.22

Congratulations You have won \$50!

Take this receipt to a Bank450 branch to collect your money! Thank you for using our ATM where you can make deposits, transfer funds, check balances and get cash!

BANK450
a bank you can trust.

SWEEPSTAKES RULES

No purchase necessary. To enter by mail, send a postcard to Bank450 P.O. Box 2200 1000 Chesterfield, MO 63005. Include your name, address, city, state, zip code, and telephone number. 10 individuals will win \$100, 10 individuals will win \$50, 20 individuals will win \$20, and 10 will win \$10. Chance of winning based on total transactions per ATM and total manual entries. No cash or prize substitution. Employees of Bank450 and ProSecurity are not eligible to win.

OFFER EXPIRES 05/15/04

Bank Cash Promotion

TI CATA
Media In Motion.



To find out more, visit our Web site at www.pendum.com or call Pendum today 877-692-1500

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Pendum
The Value Of One.™