



Holosonics' Audio Spotlight directional speakers were used to allow different customers to hear different video messages in Commercial Bank of Dubai's newly opened "Digital Kiosks".

Digital Kiosks: The Future of Banking with Audio Spotlight

Commercial Bank of Dubai has big expansion plans across the United Arab Emirates with massive efforts to grow its banking services to meet customer demands by offering them the latest banking technologies. CBD partnered with digital signage experts, Joseph Digital Solutions, who used Audio Spotlight directional speaker technology to roll out their new cashless branches, or "Digital Kiosks".



Commercial Bank of Dubai's Digital Kiosk Branch at Dubai Festival City

With no tellers present, and sound being delivered exclusively by Audio Spotlight directional speakers, each kiosk offers device-based solutions where customers are able to participate in most traditional bank services including opening an account, learning about offers and applying for all retail banking products. The user-friendly digital platform also allows customers access to the bank's website and experience a host of new Apps, developed to simplify their overall banking experience.

"At CBD we are always looking for new ways to deliver extraordinary banking experiences to our customer base through innovative products and services." - Murray Sims, General Manager - Personal Banking Group - CBD



Audio Spotlight AS-16i Speakers Above CBD's Interactive Video Wall

In addition to table-mounted tablets, each kiosk branch boasts a touch-enabled Interactive Video Wall which customers can use to learn about bank services and interact with the Virtual Assistant. To allow for more than one user at a time, two Audio Spotlight Directional Speakers were connected to the media player, directing sound specifically to the customer interacting with that section of the Video Wall. Isolating the sound eliminates any audio collision between what each customer is viewing. This seamless and high tech experience is exactly what the CBD customer base is seeking and with

the help of Audio Spotlight, CBD is now able to provide private, personalized, and engaging experiences in their successful Digital Kiosks.

Audio Spotlight in Action

The Audio Spotlight system creates focused beams of sound by using a narrow beam of ultrasound as a "virtual" sound source. While ultrasound itself is outside the range of human hearing, this innovative technique causes the air itself to change the ultrasound's "shape" as it travels. This change leads to the creation of clear sound that can be directed to a precise location, with directivity and control far exceeding any traditional loudspeaker. This directional audio technology has been used in the past to reach visitors at museums, trade shows, and many retail environments. Holosonics was a proud partner in this forward-thinking retail initiative.