



## ***Benefits of the ATMtrailer to the Financial Institution***

### ***Uses for the ATMtrailer***

Every business has a need: Customers. Financial Institutions are one of the most competitive businesses in the country. The goal is to provide account services to as many customers as possible. Many financial institutions have marketing departments that specialize in getting the name and benefits of the financial institutions to the potential customer base. Doing so can be very tricky sometimes because many people do not consider the bank a competitive business. As a result these marketing departments are using many methods of making themselves stand out from the other financial institutions in the market.

The ATMtrailer is not only a mobile ATM, it is the best marketing tool on the market for financial institutions. The reason is that the ATMtrailer is a mobile marketing guru in and of itself. Each year marketing departments spend a lot of money just to have a banner hanging at an event. Why do they do this? Because the name of the financial institution will be exposed to the thousands of people attending the event. But the ATMtrailer lets you go far beyond the hanging of a banner at an event.

The ATMtrailer is a rolling billboard advertising your financial institution to each person attending the event. Professional graphics make your sponsorship stand out. Add to that the 16' custom flags that fly high above the ATMtrailer attracting even more attention and you have already blown away the exposure you would get from banners alone. Each time someone sees your ATMtrailer you are increasing your community name recognition. Adding the media player allows your financial institution to bring your customer even more information by playing the same media you already play inside your branches.

The ATMtrailer can generate even more customers for your financial institution by adding the cell phone charging station. The cell phone charging station adds value because the customers must wait for the cell phone to charge. This allows your representatives to talk to customers about your business and solicit new business. In addition the ATMtrailer increases your own customer loyalty by allowing free use of the ATM at the event for your existing customers all the while making money from fees to non-customers. This helps you recover any sponsorship fees you may have paid to sponsor the event.

Another great use for the ATMtrailer is testing locations you are considering for permanent ATMs. If you are considering a location in a parking lot to place a drive-up ATM, it is easy to deploy the ATMtrailer to test the location for viability for a permanent, stationary investment.

The ATMtrailer can be deployed in situations where you currently have an ATM that for some reason goes out of service. The ATMtrailer is self-contained and that allows you to use the ATMtrailer for disaster relief in some situations. The uses for the ATMtrailer are endless.

### ***Features of the ATMtrailer***

The ATMtrailer is fully self-contained without the use of a generator. The ATMtrailer operates on Green Power. This means no fuel, fumes, smell or noise. The ATMtrailer operates silently and since there is no requirement for fuel for a generator, the operating costs of the ATMtrailer are low.

The ATMtrailer is lightweight and truly mobile since it is indeed a trailer. No lugging heavy ATMs and kiosks around. Setup and tear down of the ATMtrailer takes one person about ten minutes. Our setup video on the website demonstrates this.

### ***Options***

There are various options available for the ATMtrailer. This section describes each option and the benefits of the option. Depending on the ATM configuration, some options may not be available with all ATMtrailer units.

#### ***Hoysung 5100T***



This ATM is the preferred ATM of many financial institutions. It can be ordered with up to four cassettes. In addition it can be configured with Visa 3 or NDC Software. Installing this ATM into an ATMtrailer requires an ATMelevator be installed for ADA compliance.

#### ***GenMega GT3000***



This ATM is the ATM the original ATMtrailer was designed for. It does not need the ATMelevator. The ATMtrailer can hold one or two of this ATM. All ATMtrailer units with the GenMega GT3000 are installed ADA compliant as the ATMtrailer sits.

#### ***Media Advertising***



Media Advertising is a monitor built into the ATMtrailer that allows media to be streamed for potential customers to view. Many financial institutions have streaming media of some kind that they already run in their branches. The Media Advertising option allows you to run your same marketing campaign at mobile events! Media Advertising is not available with the Hoysung 5100T ATM or the Duo GenMega setup.

### ***Removable Hitch***



As with anything involving cash, security is of paramount concern. The Removable Hitch option allows you to easily remove the hitch and place it inside the ATMtrailer or in the towing vehicle. Without the hitch the ATMtrailer cannot be moved.

### ***SmartPower for ATM Operation***



ATM SmartPower by ATMtrailer supplies sufficient power to operate the ATM and modem for a period of up to 75 hours whenever shore power is not available. This means that the ATMtrailer can be operated virtually anywhere. SmartPower is totally green and silent. It does not require fuel or produce noise and fumes.

### ***SmartPower for Security***



ATM SmartPower by ATMtrailer supplies sufficient power to operate the security systems such as camera and tilt alarm for a period of up to 75 hours whenever shore power is not available. This means that the ATMtrailer can be operated virtually anywhere. SmartPower is totally green and silent. It does not require fuel or produce noise and fumes.

### ***Solar Maintenance Charger***



The Solar Maintenance Charger is a 30 Watt solar charger operates to maintain battery charge in the SmartPower system. It can add as much as 30% life to the charge and this can be very helpful when the event lasts longer than most. The solar panel is very impressive when installed on the ATMtrailer and will help attract attention to your ATMtrailer.

### ***Cell Phone Charger***



Our unique Cell Phone Charger operates on either shore power or SmartPower. The beautiful thing about the Cell Phone Charger is that the customer using the charger must wait 10-15 minutes for the phone to charge. Many of our financial institution customers have a representative of the institution to solicit business from these cell phone customers.

### ***Custom Graphics***



Draw attention to your ATMtrailer and your financial institution with Custom Graphics on the exterior of your ATMtrailer. Combined with custom ATM flags that rise into the air 20' makes you a point of reference at any event and lets not only your customers but your competitors' customers that you are where they need you to be and always will be.

### ***Custom Exterior Wrap***



Draw even more attention to your ATMtrailer and your financial institution with a Custom Exterior Wrap of your ATMtrailer. Combined with custom ATM flags that rise into the air 20' makes you a point of reference at any event and lets not only your customers but your competitors' customers that you are where they need you to be and always will be.

### ***Custom Interior Wrap***



Get your message out to your customers and potential customers with a Custom Interior Wrap of your ATMtrailer. List the benefits of dealing with your financial institution and solicit customers by making use of all of the area that is available inside the ATMtrailer when the doors are open. Let not only your customers but your competitors' customers know that you are where they need you to be and always will be.

### ***GPS***

The GPS unit we have available has free service for the first year and is less than \$100 per year after. This GPS system works on cellular networks so it can be tracked in real time if need be. A Geo Fence can be placed around the ATMtrailer. Should the ATMtrailer be moved outside the Geo Fence text messages will be sent to the people on the list alerting all that it is time to track the ATMtrailer for law enforcement.

### ***Tilt Alarm***

We can install an alarm into the ATMtrailer that has contacts for the door and tilt sensors. Should the ATMtrailer begin to tilt the alarm will sound attracting attention. This is not a monitored alarm, however, it is very loud and will attract attention immediately.

### ***Carpeted Interior***

The ATMtrailer can be supplied with carpet. The ATMtrailer interior is not open to the public, but, when the door is open customers may be able to see the interior.

### ***Sheet Metal Lined Interior***

The ATMtrailer can be lined inside with sheet metal. The ATMtrailer interior is not open to the public, but, when the door is open customers may be able to see the interior.

### ***Custom Wheels***

Custom wheels are another attention getter. They add to the beauty of the ATMtrailer.

### ***Interior Cabinets***

Supplies for the ATMtrailer and for the financial institution are needed and can be stored in interior cabinets. The cabinets are mounted and will lock.

***Contact Us Today for a Custom Quote***

***Dan Digman***

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