

## WAFD BANK

### OVERVIEW

Washington Federal Bank, known as WaFd Bank, is an award-winning local bank and portfolio lender with more than 200 branches in 8 states across the United States.

WaFd wanted to become a 'Digital First' bank using digital technologies to provide a better experience for their customers. As part of that objective, WaFd entrusted **embed** partner, NewReach to deliver a digital communications strategy across multiple branches.

NewReach worked to develop the content and communication strategy for WaFd. They architected the hardware solutions, designed and developed the bespoke content as well as project managing the various installations.

Since the start of the project in

2020, WaFd have deployed digital signage into over 20 branches including at their flagship HQ located in Seattle, WA.

NewReach have relied upon **embed** to realise their vision for WaFd with great results.

As the United States reopens post-COVID there are accelerated plans to scale the strategy to other branches.

***“The project simply couldn’t have happened without embed. The wide range of features were a perfect fit”***

Roger Starkweather, Founder, NewReach

### QUICK FACTS

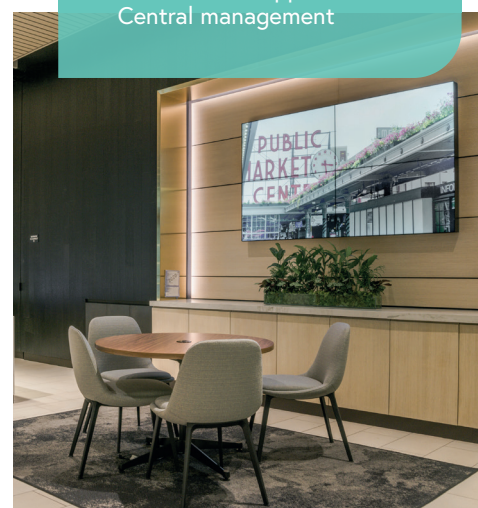
**Period:**  
2020 - ongoing

**Location:**  
USA

**Industry:**  
Finance / Banking

**Platforms:**  
Samsung SSP  
BrightSign  
Windows

**Key embed features:**  
Conditional Play  
Scheduling  
Multi device support  
Central management





WaFd have benefitted from the wide range of hardware and features **embed** offers.

Within the local branches, they have been able to deploy individual Samsung Smart Signage Platform screens as well as 4K BrightSign digital signage players for multiple video walls. They have also been able to deploy Windows devices and make use of the **embed** resolution settings to run Transparent LED window signage at their HQ ATMs which not only look great but provide added security screening.

***“embed makes the complex simple! They’re incredible to work with”***

Roger Starkweather, Founder, NewReach

The content strategy NewReach developed for WaFd included highly localised bespoke content for the branches.

NewReach shot footage of the local areas and then using the conditional play features for

weather conditions, playlisting, weather widgets and scheduling features, they were able to deliver unique localised campaigns via **embed** for every WaFd branch.

***“NewReach was exceptional to work with as we executed on new visual technology using embed... It’s a WOW project!”***

Brad Goode, Chief Marketing Officer, WaFd

## ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

**embed** is sold through a global network of resellers to thousands of users worldwide, delivering digital signage projects across multiple industries.

For more information about using or reselling **embed** visit: [embedsignage.com](https://embedsignage.com)