

CASE STUDY

ASA BANK

Project Description

Hisense Commercial Display partnered with ASA Bank in Bosnia to enhance customer engagement with the installation of window-facing digital displays. Positioned to capture attention from both inside and outside the branch, these high-brightness screens ensure clear, vivid messaging even in direct sunlight. The displays provide ASA Bank with a dynamic platform to share promotions, financial services, and brand messaging, while maintaining energy efficiency and reliability.



Project details

Project Name	ASA Bank
Project Date	June 2024
Application Scenarios	Retail
Location	Bosnia
Product Installed	Window Facing Displays