

The screenshot shows a web browser window with the URL <http://futureselfservicebanking.com/> in the address bar. The page itself has a black header with the BBVA logo and the text "THE FUTURE OF SELF-SERVICE BANKING". Below this is a large white rectangular area containing the text "HOW CAN IT BE MORE HUMAN?". At the bottom of this white area, there is a horizontal bar with several small icons. The main content area contains two columns of text. The left column reads: "ATMs were first introduced over 40 years ago and since then many features have been incrementally added to the machines. In order to fulfill the dream of a truly 'automated teller', modern ATMs offer a wide range of banking transactions; nevertheless the actual interaction has remained largely untouched." The right column reads: "The result of that work is the vision for a totally new self-service experience: an ATM built from user up, rather than components down. Have a look at the video to learn about the unique features of the envisioned self-service experience." A vertical scrollbar is visible on the right side of the browser window.

http://futureselfservicebanking.com/

BBVA THE FUTURE OF SELF-SERVICE BANKING

# HOW CAN IT BE MORE HUMAN?

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The result of that work is the vision for a totally new self-service experience: an ATM built from user up, rather than components down. Have a look at the video to learn about the unique features of the envisioned self-service experience.