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## **Dollar Bank Celebrates Cleveland With Regional Showcase**

*Giant LED Video at E. 9<sup>th</sup> & St. Clair*

*Highlights Region's Achievements and Assets*

**Cleveland, OH, August 1, 2008:** Drivers and pedestrians traveling on E. 9<sup>th</sup> and St. Clair in downtown Cleveland will now have something new to look at besides traffic lights. Today, Dollar Bank turned on its giant high-definition LED video screen (17 ½ ft. by 8 ¾ ft.) located outside its newly renovated Galleria at Erieview headquarters facility to display the *Dollar Bank Regional Showcase at The Galleria*.

Using state-of-the-art video, the LED screen will display an ever-changing montage of northeastern Ohio's many assets highlighting new technologies, healthcare, advanced manufacturing, higher education, the arts and nonprofit organizations.

"This is our way of celebrating the many great achievements of the people in our region," said Joseph B. Smith, SVP of Dollar Bank's Marketing Department and curator of the *Dollar Bank Regional Showcase at The Galleria*. "It also gives us a chance to highlight the many world-class amenities found here in northeastern Ohio."

### **Four Components Make Up The Dollar Bank Regional Showcase**

There will be four components to the *Dollar Bank Regional Showcase at The Galleria*. The first is called "*Cleveland. Through The Eye of the Lion.*" Passers-by will see dramatic images of northeastern Ohio just as the lion, Dollar Bank's corporate image, would see them. More than 70 local civic and cultural groups have already accepted the bank's invitation to provide video and still pictures of their operations.

A second component entitled “*Envisioning Cleveland*”, sponsored by Cleveland State University’s Maxine Goodman Levin College of Urban Affairs, features nearly 100 photographs of the region submitted by over 35 local professional and amateur photographers.

The third component is a comprehensive calendar of community events submitted by individuals to cleveland.com. This allows people to get a glimpse of those who are out and about enjoying our city. If anyone wants to be a part of the action, they can upload their photos to cleveland.com.

“The final piece is just for fun,” explained Smith. “It’s entitled ‘Did You Know?’ and gives trivia facts about the region and its people.”

### **Clevelanders Can Tell Their Own Stories**

“The Dollar Bank Regional Showcase at The Galleria provides the people of Cleveland with a unique opportunity to tell their own story,” said Smith. “Organizations from throughout the region can submit information and potential project ideas by simply going to the showcase website, [www.regionalshowcase.com/submit](http://www.regionalshowcase.com/submit). ”

### **How Does It Work?**

The 17½ ft. by 8¾ ft. video wall consists of 48 Barco Olite 612 LED tiles delivering an active screen area with unmatched brightness and clarity. The video display hardware is driven by an LED-Pro Digitizer, with Director Toolset Software chosen as the maintenance/calibration software to allow remote monitoring and content management.

### **Dollar Bank: The Largest Mutual Bank in America**

With assets topping \$5.5 billion, Dollar Bank is the largest, independent mutual bank in the United States operating 24 branches and two loan centers in northeastern Ohio. Dollar Bank subsidiaries include Dollar Bank Leasing Corporation, Flenniken Settlement Services and the Security Savings Mortgage Corporation.

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