



## A new dimension in our advisory service

- “Q110 – Deutsche Bank of the Future” and Infusion Development unveil a new presentation medium for the first time ever in Continental Europe.
- New technology makes complex financial matters easily understandable and more transparent.

**Berlin, November 18, 2009** – “Q110 – Deutsche Bank of the Future” today unveiled a new presentation medium: With Microsoft Surface™ the bank’s relationship managers can now present clear illustrations of complex financial matters during their consultations with clients. Client and advisor can navigate through presentations and applications by touching the screen of a large monitor.

Deutsche Bank, together with Infusion Development, an American-based software company, has developed special bank advisory software. And Microsoft provides the underlying technology, which was first presented as a prototype at CeBIT 2009, the result of seven years of research and development.

Placing this in the context of current trends and developments in advisory discussions following the financial crisis, **Dr. Hans Kraus**, member of the senior management of Deutsche Bank’s Private & Business Clients division, says: “Transparency in the advisory service, the documentation of the needs analysis and reasons for recommendations are very important to Deutsche Bank. From determining the client’s needs to explaining our recommendations, contents are presented more clearly and are easier to understand, especially when it comes to complex matters.”

“Infusion’s expertise lies in the development and design of exceptional technology solutions that differentiate brands around the world,” said **Kevin Lasitz**, Vice President Global Business Development, Infusion. “In cooperation with Deutsche Bank we created a custom surface application for their ‘Q110 – Deutsche Bank of the future’ branch in Berlin. This further solidifies Deutsche Bank’s commitment to the client experience and utilizes smart technology to support the quality of their financial advice.”

**Dr. Martin Setzer**, responsible for IT in the Private & Business Clients division: “Microsoft Surface is an excellent example of how innovative technology and intelligently designed applications can efficiently facilitate the dialogue between clients and advisors. We will be inviting visitors to Q110 to experience this new form of advisory service over the months to come.”

With new and pioneering concepts, “Q110 – Deutsche Bank of the Future” presents special offers and services under the motto “A different banking experience”. More than 900,000 clients have visited the Investment & Finance Center in Berlin’s Friedrichstraße since it first opened in September 2005. And the feedback has been overwhelmingly positive: Surveys show that 91 percent of the visitors consider the innovative concept to be “excellent” or “good”. Q110 is also a commercial success. Thus, for example, Q110 has been able to gain 50 percent more new clients than comparable branches. The Q110 range of services clearly extends beyond that of the everyday banking business. For example, a lounge with food and beverages is fully integrated into Q110 and is a convenient place to pass the time or simply to chat with a bank advisor informally. Individually designed meeting rooms are also available – the choice is up to the client. A trend shop sells an exclusive range of products and is currently featuring a selection of items from the London department store Harrods. Professionally trained staff are on hand to watch children in the Kids’ Corner. Opening hours are Mondays through Saturdays from 10:00 a.m. to 8:00 p.m., except for Wednesdays, when Q110 closes at 6:00 p.m. for regularly scheduled client events.

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