

- Is society paying enough attention to the elderly?
- More than 20% of the population is over 65 years old
- And in Japan it has already exceeded 30% of the population
- The elderly are the demographic most adversely affected by the digital divide
- Low digitalization
- Complex ATM operations
- New Technologies
- Digitalization has caused the relationship between the elderly and banking to collapse...
- NTT DATA is aware of this issue and has ideated a financial solution
- Banking TV. TV solution for your online banking
- With a device with internet and HDMI for Plug & Play installation
- and a specific remote control adapted to their needs
- Simple interface, with color-matched displays and controls
- Fast transfers to accounts or trusted persons
- Direct support from the bank or trusted person with mirroring
- Available in multiple languages
- How have we done it?
- We have organized workshops with our elders
- ...so that they can feel heard
- telling us about their problems with the current banking system
- Designing the requirements together
- Helping us test the solution and directly improving banking TV
- creating a solution tailored for them
- When the relationship with the bank is strained...
- Let's rebuild it by creating a more inclusive society
- Silver Banking TV. The future for today's people.
- Business Contact
- Silver Banking TV