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**Cisco Systems opens Branch of the Future demonstration centre in European headquarters**

*New demonstration centre showcases the power of the network to align multi-channel communication strategies for retail banks*

Amsterdam, November 6, 2003 - Cisco Systems, today opens the 'Branch of the Future' demonstration centre in its European headquarters in Amsterdam, the Netherlands. The replica retail bank showcases Cisco Systems' advanced banking technologies and applications that drive the rapid transformation of the traditional retail branch.

The centre demonstrates how retail banks will be able to integrate voice, video, data, storage and security systems, enabling the transformation from traditional branches into customer-advisory centres. This transformation can be applicable to any branch building - whether a retail bank, travel agent, or retailer. The branch is the most influential method of selling services to customers and increasing their satisfaction and loyalty.

"Retail banks have developed multiple channels for customer interaction such as online banking services, call centers, ATMs and branches. Customers use all of these channels according to their convenience and are demanding consistency and higher levels of service", said Jordi Ferrer, Business Development Manager, Financial Services, Cisco EMEA. "Using the power of the network, Cisco Systems is helping banks integrate multiple channels cost effectively to increase customer satisfaction and retention."

The demonstration site also houses Cisco's mobility products, which will showcase the way people can use wireless technology whether in the home, on the move in the car, or taking a break in a café or restaurant.

Maggie Morrison, General manager, Cisco Systems Netherlands, said "The opening of the demonstration sites in our Amsterdam office will allow a unique opportunity to demonstrate first hand the benefits of the intelligent information network.

Visitors can see what benefits mobility solutions can bring, whether in the home, at work or at play. At the Branch of the Future demonstration for example financial institutions will be able to see technology which will transform the traditional retail branch into something so far unseen."

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**About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at [www.cisco.com](http://www.cisco.com).