

Q110 - The Deutsche Bank of the Future



Q110 – Deutsche Bank of the Future is a "Selected Landmark 2006" in the Land of Ideas. The design is as unusual as the name – Q110 stands for Quartier 110 on Friedrichstrasse in Berlin. A new business philosophy has taken shape on 1,260 square metres of floorspace. Q110 stands for a new experience of bank and banking.

The basic idea is that private and business clients should experience new and forward-looking concepts for banking business. For the first time, they enter a branch without barriers, without counters keeping visitors at a distance. In the Forum, customers meet relationship managers for their initial informal discussions. Kids Corner is where children are looked after professionally while their parents concentrate on banking matters. The Lounge is a place to relax in, to chat with friends and enjoy tasty snacks and refreshments. The Trend Shop has a constantly changing assortment of new and trendy products. On top of that, customers in Q110, as in a supermarket, can find the financial products they are looking for in attractive product boxes that they can take home with them. Bank products become tangible. Q110 is also a platform for testing new technologies. Customers come face to face with themes that go beyond purely financial needs. This is a design concept for the future.



According to Rainer Neske, a member of Deutsche Bank's Group Executive Committee and responsible for private and business clients, the experience gathered from Q110 is to be used for the bank's entire business with private clients. A start has been made with the transfer of successful Q110 elements to other branches in Munich and Aachen – among them, the Trend Shop, Lounge, product boxes, the overall design and the individual advisory rooms. In 2007, more locations are to be converted according to the Q110 blueprint.

The Q110 concept beat a strong field to win a first place in the "365 Landmarks in the Land of Ideas" competition. There were more than 1,200 entries in response to the invitation to the largest series of events ever staged in Germany in the name of innovation, courage and curiosity. As exclusive partner to the "365 Landmarks" project under the patronage of Federal President Köhler, Deutsche Bank is helping to give a tangible face to the diversity of talent, ability and ideas in Germany. As the Bank of Ideas, it has strong roots in the Land of Ideas. The bank's commitment is intended as an active contribution to showing that Germany is fit for the future and a pleasant place to be, thereby highlighting the country's image as a centre of culture, commerce and innovation. 365 Landmarks with 365 ideas on 365 days – and Q110 is one of them. The Bank Branch of the Future turns banking into a new and tangible experience.



Q110 celebrates its first anniversary on September 9. Until September 23, customers and visitors are cordially invited to the Q110 anniversary weeks with lots of activities and special anniversary offers.

Its staff can look back on a successful year, full of achievement, satisfied customers – and awards. The pioneering and innovative quality of this "prize-winning concept" has been recognized not only by the "Land of Ideas", but also by the Institute for the Future, which presented Q110 with its "Future Award". This is given to companies who have given special proof that they are trend pioneers in the market with an innovative service or an innovative product.