

M&T Bank to Open New Branch by R.I.T

ROCHESTER, N.Y.—M&T Bank will open a new branch at Park Point, near the Rochester Institute of Technology, where in addition to its traditional bank products and services, M&T Bank will pilot new technologies that can eventually be used to improve the customer experience in the bank's network of more than 800 branches.

With a high concentration of technologically savvy consumers in the local market, M&T Bank designed the branch, expected to open October 13, specifically to meet the needs of students, faculty, staff and visitors on RIT's campus. The branch will serve as M&T Bank's prime location to pilot advancements in ATMs, self-serve kiosks and digital information displays, including the Microsoft Surface platform.

Microsoft Surface is an innovative computing platform that responds to touch, natural hand gestures and real-world objects placed on the display, providing effortless interaction with information and digital content in a simple and intuitive way. With a large, 360-degree, horizontal user interface, Microsoft Surface offers a unique gathering place where multiple users can collaboratively and simultaneously interact with content and each other.

"New technology is changing everything – from the way people communicate, to the way they manage money, to the way they manage their time. This branch near RIT will give us the opportunity to receive feedback from customers about how they would use new technologies, and will also enable us to interact within this educational environment to better understand the changing financial needs of the next generation of customers," said Matt Speare, M&T Bank senior vice president for technology.

"Innovation is a key aspect of education and research at RIT, so it's fitting that M&T Bank has selected this location to introduce its latest banking technology," states RIT President Bill Destler. "In addition, locating a bank branch at Park Point offers added convenience to members of our campus community."

"RIT is a well-established technology leader and this new location allows us to develop a deeper relationship with one of Rochester's premier institutions. The branch will serve several customer segments, including young people who are building their futures and are comfortable using technology as a financial tool," said M&T Bank's Rochester Region President Dan Burns.

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