

PNC Bank Introduces iPhone App to Locate Branches While On The Go

Finding a PNC Bank branch or ATM is now easier than ever

PITTSBURGH, Dec. 15, 2011 /[PRNewswire](#)/ -- Need directions to the nearest bank branch or ATM while you're on the go? PNC Bank now has an app for that. The new "PNC Finder" mobile application uses augmented reality technology to locate PNC Bank branches and ATMs, and shows the best route to get there.

"Our research shows seven out of 10 customers want multi-channel banking, whether it be branches, online, mobile or call center, and our goal is to make it easy," said Neil Hall, executive vice president of retail banking at PNC Bank. "PNC Finder uses the convenience of mobile technology to give our customers more options, in this case find PNC in a new or unfamiliar location."

The app is currently available for free from the [iTunes App store](#), and an Android version will be available in early 2012. Once the app is downloaded and installed, PNC customers simply point their phone in any direction and PNC Finder will do the rest. Features include:

- Locate nearby PNC Bank ATM or branch
- View all PNC locations on a map to see the best route
- See location direction and distance in a heads up display using the Smartphone's camera
- Get specific PNC Bank branch information, such as hours of operation

Visit the PNC Finder app page on [pnc.com](#) for more information.

PNC Bank has 2,500 branches and 6,700 ATMs across 16 states and the District of Columbia. The PNC Finder app contains ATM and branch locations in the following states: Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Michigan, Missouri, New Jersey, New York, Ohio, Pennsylvania, Virginia, West Virginia and Wisconsin.

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