

FNB Private Clients offers their clients a digital lifestyle magazine distributed via smart devices

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FNB continuously strives to be at the forefront of technological innovation and has advanced a lot quicker than most South African financial institutions. Their website and mobile banking apps are just some of the reasons why users are switching over to this globally recognised bank. With the assistance of leading software development company Realm Digital, one of Africa's largest digital publishing providers, FNB Private Clients made the bold and innovative decision to offer their clients the FNB Private Life magazine via mobile platforms.

Using the [Snapplify](#) digital publishing solution, [Digital.co.za/ Realm Digital](#) developed the FNB Private Clients mobile application which is now available for download on iOS and Android smartphones and tablets. Although multiple publishers have embraced [digital publishing](#) trends it is not uniquely limited to commercial content. Corporates have seen enormous benefits from digital publishing and are now using these platforms to distribute their content. The Private Life is a digital lifestyle and financial magazine independently written for the clients of FNB's private banking division, FNB Private Clients. The digital magazine with bespoke editorial and photography covers the arts, food, wine, sports, travel and of course personal finance.



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"We are very excited to be working alongside FNB Private Clients on this project. FNB has been a company to keep your eye on in terms of innovation and technology. Enabling the private banking division to digitally publish their magazine was a pleasurable experience and we definitely look forward to working alongside them in the future and seeing how we can do some awesome things with this scalable technology," says Simon Bestbier, account director at Realm Digital.

"Innovation improves efficiency, we constantly look for innovative ways to enhance our clients' lifestyles. The Private Life magazine is just one of the ways we are making a concerted effort to enhance the use of technology. We chose Realm Digital to provide us with the platform for this application because of their innovation in technology as well as their high reputation of impeccable service delivery," says Eric Enslin, head of Private Banking at FNB Private Clients.



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More information on downloading the applications can be found [here](#).

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