

GPS Digital Signage for Transportation



GPS (Global Positioning System) is a GPS satellite navigation system that provides location and time information from anywhere around the globe. Digital signage uses GPS tracking device to define a playlist according to its geographic location. The UCView player receives a signal from satellites and continuously provides information such as location, speed, direction, and time. UCView digital signage player will play a different playlists according to the location of the player and trigger a specific ad to play.

Digital signage servers are incorporated with Google Maps. Administrators can locate each player on the map and monitor the functioning status of all digital signage players.

Why do transportation vehicles want to use digital signage monitors? Digital signage can actually be very useful for vehicles which are constantly transporting people from one location to another.

Digital signage in transportation is a great attention grabber which allows for you to show vivid content and can be a great platform for advertisers to use. Administrators may also broadcast safety instructions and other information.

Shuttle/Bus: Digital signage monitors can be placed towards the front or back of the bus. Passengers who are seated or standing can view the screen in order to pass time. Display news stories, live TV, trivia games, and other entertaining content. GPS coordinated ads can inform passengers when they reached their destination.

Taxi: Taxis can also use digital signage to entertain passengers. Screens that are installed behind the driver's seat can be used for advertising and entertainment purposes. Passengers can view television, watch the news, or more.

Cruise ships: Digital signage can be very useful for ferries or cruise ships. In fact, many viewers can be entertained by watching live broadcasts and shows for entertainment. Restaurants can also use digital menu boards to display menu items for their passengers.

Alerts for Passengers: Digital signage is great to use in order to alert passengers once they reached their stops. Shuttles can have a message displayed on screen and an audio system can be installed to notify passengers once they reached their destination.