WallyPark Uses GPS Motion Triggered Ads to Communicate to Travelers on the Shuttle

Summary

WallyPark uses digital signage, which has GPS triggered ads, to communicate to travelers on a shuttle going to and from the airport.

Challenge

WallyPark provides optimal vehicle services for their customers, this high-class facility wanted to establish an innovative method of communication which will be useful for travelers coming to and from the airport. Along with the desire to set up a digital signage display inside of their shuttle service, there was a challenge in managing hundreds of shuttles driving to an airport, which are loaded with electronic noise and an unstable infrastructure. The shuttles would also be required to provide an accurate GPS reading which has up to the minute dynamic content and news while running nonstop on 24/7 operation. Another challenge was providing accurate information when passengers reached their terminal. Once the shuttle reached a stopping point, customers would have to immediately be notified of their stop. The digital signage content, including the audio, which announced the upcoming stop, had to be

Client Profile:

WallyPark provides high class vehicle service for people traveling by air. This facility is located just minutes away from large international airports throughout the nation. This is no ordinary valet or self-parking service, WallyPark provides your car with washing, detailing, window tinting, and more. WallyPark takes care of your vehicle and helps make your traveling experience worry-free and delightful.

precise. The digital signage display must run accurately and on time, without any issues. In such a busy environment, where many passengers couldn't afford any delays, proof of performance was key for the success of the project.

Solution

UCView provides state of the art digital signage which can accommodate even the harshest of environments, but still maintain effective content delivery service. Convenience is one of the primary goals of WallyPark. While providing premium vehicle service for thousands of customers per day, the facility wanted to accommodate their customers. Since many travelers use the shuttle provided by WallyPark, a viable solution was installing a monitor inside of the shuttle itself. With supreme audio sound, a digital signage monitor was the most practical and efficient method of alerting travelers onboard. Many people taking the shuttle are unfamiliar with the airport, and to ease confusion, the digital signage display alerts people once they reached their terminal. A GPS (Global Positioning System) device is integrated inside of the UCView player in order to play audio, display visuals, and make announcements on screen once it reaches a certain location. Besides providing helpful assistance to travelers, the content on screen also displays updated news stories to entertain the passengers onboard. WallyPark assists thousands of travelers a day, so having a tool which would provide travelers with entertainment, as well as informative content, was essential.

Impact

Digital signage was a success for WallyPark. When customers enter the shuttle, they can view colorful ads displaying the WallyPark brand name. Making the lives of their customers easier, this high class facility provides many helpful tools to assist their customers through an often stressful environment. People riding the shuttle are provided with content, such as CNN news, the weather forecast, and more. Digital signage provides their customers with convenience and comfort. Customers are the main priority of the establishment, enabling for their experience to be both relaxing and memorable.

About UCView:
UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate. The objective of UCView is to allow for convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility is located in Northridge, California.