

Digital Signage For Transportation

SIGNAGE IN PUBLIC TRANSPORT

Signage has been successfully used within the transportation industry for many years. It can be seen inside of shuttles, buses, train stations, subway stations, taxis, airports, and more. It has been extremely effective in grabbing the attention of busy travelers. The transportation industry has benefited greatly by using digital signage due to its quick and up-to-the-minute delivery of content. Compared to traditional signage, digital signage has been extremely practical to use due to its flexibility and ability to customize. Content and live TV can be shown on screen while travelers are sitting in a waiting area, passengers on a shuttle can automatically be alerted once they reach their stop, and the latest flight announcements can also be displayed on screen along with multiple other options. Digital signage serves as a tool which helps mitigate the hectic experience that comes with traveling

WHAT IS GPS?

The Global Positioning System (GPS) is a satellite-based navigation system made up of a network of 24 satellites placed into orbit by the U.S. Department of Defense. GPS was originally intended for military applications, but in the 1980s, the government made the system available for civilian use. GPS works in any weather conditions, anywhere in the world, 24 hours a day. There are no subscription fees or setup charges to use GPS.



HOW DOES IT WORK?

GPS satellites circle the earth twice a day in a very precise orbit and transmits signal information to earth. GPS receivers take this information and use triangulation to calculate the user's exact location. Essentially, the GPS receiver compares the time a signal was transmitted by a satellite with the time it was received. The time difference tells the GPS receiver how far away the satellite is. Now, with distance measurements from a few more satellites, the receiver can determine the user's position and display it on the unit's electronic map.

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GPS AND DIGITAL SIGNAGE:

UCView's digital signage technology allows users to define playlists depending on a geographic area. A UCView player receives a signal from satellites and continuously provides information such as location, speed, direction, and time. UCView's digital signage player will play different playlists according to the location of the player. The network manager can now define playlist and content according to the location of the player.

BENEFITS:

UCView delivers an easy to use web based user interface module, allowing you to define your content by geographical location. Therefore the player will dynamically change the loops according to the location of the vehicle. Additionally, GPS coordinated campaigns allows for you to trigger specific content in an exact vehicle location. Receive accurate information in an instant. GPS triggered content feature the following:

- ▮ Displays trigger content with accuracy of meters.
- ▮ Player will change content in playlist according to its location.
- ▮ Easy to use web interface for scheduling and controlling playlist.
- ▮ Supports any GPS in the market.



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APPLICATION FOR GPS IN DIGITAL SIGNAGE

Bus/Shuttle: Digital signage screens serve as a great tool for communicating much needed messages to your audience. With the use of GPS, particular content and terminal stop announcements can run depending on the current location of the vehicle. This is great for passengers who are trying to navigate their way around a new area. Broadcast live TV and release audio to help pass time.

Train/Subway: Trains/subways often use digital signage to display a schedule and map to help guide passengers to the right location. Content can also be displayed along the walls and as a kiosk in the center of the station's platform. Digital signage also serves as a great visual tool which allows for time to quickly pass by for those waiting at the station.

Taxi: Taxis are progressively using digital signage to communicate with their audience. Tourist visiting for the first time can have the experience of viewing live TV and maps while sitting in the back of a vehicle. Digital signage serves as a great educational tool for those who are new in an area and would like to learn more about their destination.

Airport: Digital signage screens serve as a vital tool for airports. Airports frequently use digital signage to display daily flight schedules. Digital signage can be used to set up flight information, boarding gate, and other flight information. In the hectic airport environment, digital signage serves as a vital tool for communicating much needed messages at the right place and time.

