



TRANSPORT DIGITAL SIGNAGE

Digital Signage serves the transport industry exceptionally well due to the flexibility it offers and real time capabilities. It can provide a very effective medium for transport hubs around the world to direct, inform, service or entertain travelers while they are on the move.

Digital signage can improve the customer experience in many applications that have been traditionally chaotic, stressful and information poor. Deliver a message where and when an audience needs it the most. In some cases digital signage acts as the key timetable for delivering important information such as plane departure times and gate numbers. The backend digital signage software system is integrated with the airport flight schedule database and delivers this real-time across the airport.

Reduce dwell time, direct passengers, deliver emergency announcements in real time. These are all benefits of implementing digital signage across a transport based environment.

Important Considerations for Transport Digital Signage

- 1. Mobile nature of transport** – some digital signs could be placed on the vehicles themselves and be synced with a GPS system to deliver relevant information for that particular location.
- 2. Security** – public displays can be targets for vandals and also for hacking so it is wise to ensure your network and physical screens are secure.
- 3. Location of screens** – what message will each screen deliver and where are they located?



Goals of Transport Digital Signage

- 1. Improve communication and services** – inform travelers of a relevant timetable or any changes to network operations.
- 2. Decrease perceived dwell time** – provide entertaining and other relevant information to travelers while they wait.
- 3. Increase revenue** – each screen has a captured audience that is ideal for advertising purposes and therefore an opportunity for the network owner to gain additional advertising revenue.

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