

# DIGITAL SIGNAGE EXPLAINED - TRANSPORT



Digital Signage is flexible, customizable, and scalable - suitable for any environment. Its advanced digital signage software provides automated communication in real-time, conveying the latest information and updates.

It becomes an essential communication tool, specifically within the transportation industry, as it speaks one universal language via dynamic visuals, and offers multi-lingual and voice capabilities. Digital Signage is robust and built for public transit, improving **Passenger Flow Management**, whether in an airport, train station or transit hub, enhancing safety and security whilst optimizing operations.

The system not only distributes travel information throughout all terminals, but also displays a range of digital information such as;-

- Check-in Allocations
- News and Weather
- Safety, Security and Emergency Messaging
- Status:
  - Arrivals/Departures
  - Delays/Cancellation
  - Boarding
- Directional Mapping/Wayfinding
- Baggage Claim
- Tourist Information
- Promotional Videos/Brand Advertising

## BENEFITS OF DIGITAL SIGNAGE DISPLAYS IN TRANSPORTATION

- Inform of delays, route changes and promos
- Reduces wait times
- Reduces airport congestion
- Generates revenue through brand advertising
- Offers a safe environment with enhanced cyber-security
- Provides accurate, fast information 24/7
- Flexible integration with existing airport systems
- Improves overall passenger experience
- Low maintenance and operational costs
- Attractive, innovative and effective

