



Passenger information display system for transit

Transit authorities rely on visual communications in order to share travel information such as arrivals, departures, status and other relevant messages with passengers. SITA Transit is a passenger information display system (PIDS) which facilitates passenger flows efficiently and effectively.

BACKGROUND

Inaccurate data

Lack of data integration with reliable feeds and inaccurate data entry results in confused passengers.

Missed revenue opportunity

Limited utilization of available screen space restricts revenue-generating potential.

System downtime and complex hardware configuration

Hardware failures negatively impact the system uptime and result in unnecessary expense and repair time.

Multiple systems to maintain

Maintaining and updating multiple systems is expensive, cumbersome and prone to error.

SOLUTION

SITA Transit is a PIDS built on a reliable Windows foundation which provides dynamic displays of travel information, messaging and media:

- Integrates with key data feeds and manages hierarchy for data input
- Media Manager and video wall management deliver targeted advertising, introducing new revenue opportunities
- Variable system configuration and redundancy features ensure optimum uptime and reliability throughout the facility
- Push technology from the server to displays limits unnecessary data transfer across the network
- Consolidates messaging into one system with essential passenger messages, operational messages, emergency messages and more

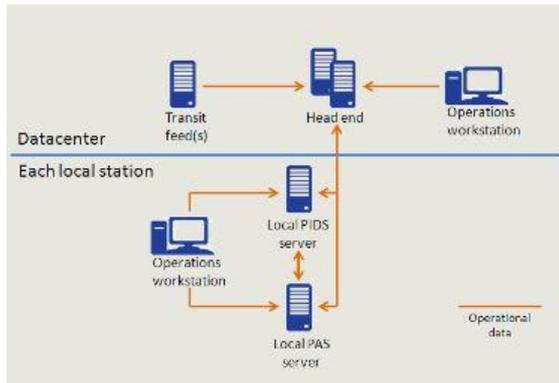
BENEFITS

- Improves accuracy of trip information
- Enhances and facilitates the passenger experience while enriching the aesthetics of the facility
- Maximizes uptime and availability
- Extends system longevity and maximizes investment
- Reduces network traffic and optimizes bandwidth usage

RESULTS

99.9%
system
availability
across 20+
deployments
throughout
North
America.

How does it work?



- Unlimited inputs: trip data, weather, advertising content, emergency systems, public address system (PAS)
- System redundancy is intrinsic
- Various outputs: single and multiple screen configuration, visual messaging, targeted advertising

SOLUTION COMPONENTS

- The system is **multi-modal** to support bus and rail schedules from a single software platform
- **Web-based** interface for system users and administrators
- System **interfaces to real-time (GPS)** locations systems and more
- Fully integrated **advertising display and support capabilities** through the Media Manager application
- Other major features include:
 - User management
 - Device management
 - Trip management
 - Message management
 - Customizable display layout

CASE STUDY

A large metropolitan multi-modal (bus and train) authority wished to evolve to newer technologies while extending the life of investments in proprietary displays.

SITA expertise allowed the client to make significant advancements in technology while simultaneously postponing capital investment to later years.

- We were able to engineer a solution to drive 500 existing proprietary LED displays
- Deployed a platform to support both new and existing sign technologies
- Positioned the client for a gradual move to newer LCD technology
- Smoothed out the investment over time by extending the life of existing displays

For more information please contact us at info@sitaaero