

# Smart Cities on the Move

## How intelligent digital signage is revolutionizing public transportation



Intelligent digital signage is leading the modernization of public transport systems in today's smart cities.

As transit operators track rail, bus, and subway cars with GPS, digital signage systems can use this data to provide arrivals and departures information on digital screens at stations. Using AI and Computer Vision (CV), onboard cameras can be used to estimate the capacity of each vehicle and signal to riders at the next platform whether to take the approaching train or the next one. Even parking networks can be improved by providing real-time visibility of available spots in garages or on key streets. In addition to serving as an information medium for the transit system, the resulting network of digital signs can also be used for communication, alerts, and wayfinding.

The technology required for the deployment of signage solutions in the transportation vertical must be purpose-built to withstand the rigors of harsh environments. As transit signage is often deployed outdoors, reliability and rugged construction are important. Digital Signage players, like the HP Engage Flex Mini, must be able to cope with temperature and humidity fluctuations typical of outdoor installations. The choice of operating systems is important as devices must balance requirements for stability and long lifecycle with the performance required to process high-definition graphics. Device size also matters as enclosures, especially in transit bus shelters, can be limited in space and require compact form factors. Finally, Physical and BIOS security is important as player devices are commonly installed in public areas, often outside of secure data centers.

As cities around the world become increasingly smarter, they will continue to digitize their public transit networks. "Digital passenger information systems are a great option for transit networks trying to both improve rider experience and increase ridership. Today's tech-savvy travelers like to be informed and demand information at a glance" says Richard Fortin, president of ITESMEDIA, Dynamic Parking and Transportation Digital Signage provider and authorized HP Channel Partner. From customer-facing digital signs on train platforms, bus shelters, and parking lots, to internal digital signage in fleet repair garages, dynamic digital signage is transforming the transportation industry.