



Transportation Digital Signage

E-book



Table of Contents

- 1. Table of Contents
 - Introduction
- 2. Delivering the Best Commuter Experience Possible
 - Key Placements for Transportation Hub Signage
- 4. Benefits of Digital Signage for Transportation Hubs
- 6. Our Solutions
 - Conclusion

Introduction

Digital signage and display technologies are excellent tools to enhance transportation hub environments. Deliver a safer and more pleasant experience for travelers with well-designed display systems. The high-quality imaging and innovative network technologies also provide a better environment for transportation facility managers.

Transportation hubs such as airports, train stations, and bus terminals are buzzing with activity daily, and travelers take in a bevy of sights and sounds. Large-scale digital signage conveys real-time vital information like arrival/departure announcements, gate information, safety and security alerts, directions, paging, music, and advertising. Our Direct View LED (DVLED) displays and supporting technologies deliver significant benefits to public transit hubs. In an environment where first-class digital messaging, reliability, and intelligibility are critical, networked AV and high-quality, flexible display technologies provide the real-time control necessary to meet the rigorous and evolving requirements of large public spaces.

Transportation Hubs Can Rely on MDM Commercial to Help Enhance:

- ▶ Commuter Experience
- ▶ Brand Elevation
- ▶ Retail Messaging
- ▶ Information Absorption
- ▶ Streamline Operations

Delivering the Best Commuter Experience Possible

Transportation hubs need noticeably clear, reliable, and flexible digital signage and display systems based on technologies that can cut through the clutter, capture attention, and deliver highly intelligible, actionable, and pleasing information to the public. Well-designed display systems with high-quality imaging deliver a better experience for travelers and innovative network technologies provide a better experience for the transportation manager.



Key Placements for Transportation Hub Signage

Transportation hubs can elevate their brand image and provide commuters with an enhanced experience by adopting digital signage in key locations. As a total transportation display solutions provider, MDM Commercial offers a wide range of commercial displays along with software platforms for easy integration and remote management. Key public transit placement locations include:

Outdoor (Parking Lot and Entrance)

For use as parking information signage and wayfinding, LG outdoor displays are available in a wide range of sizes, resolutions, and configurations. Outdoor DVLED displays from LG are certified to perform in harsh environments, where dust and moisture are concerns. Rugged, high-performance, outdoor display and signage systems deliver the color and brightness needed to capture attention and deliver content outdoors — even in direct sunlight.

Check-in Counters and Baggage Claim

Passengers waiting in the baggage claim area are the perfect audience for exclusive offers and promotions from nearby businesses. Our digital signage displays provide commuters with key information about their baggage status in addition to retail messages. Look for displays with conformal coating, as it protects the internal circuitry from humidity, dust, and other airborne particulates.

Security and Security Checkpoints

As far as security is concerned, signage and video quality are serious safety factors. MDM Commercial's large-format, digital signage, and display technology provides transportation hubs with the ability to communicate vital security messages in real time in a way that will command the attention of commuters.

Retail Spaces

Interactive digital advertisements are an eye-catching form of marketing that allows you to promote products in real-time. They also allow you to display your brand messaging, which further connects your customers to your brand and keeps them coming back.

Arrival and Departure Gates

Travel delays, safety information, gate changes, and other vital information can be updated in a fraction of a second.

Concourse

Give travelers the data they need in a glimpse—and help keep your transportation hub operating smoothly by displaying maps, directions to restrooms, dining, and much more



Scheduling

LG webOS supports real-time data integration so users can create real-time flight information schedules, weather reports, and more.

Digital “Landmarks”

Revolutionary LG OLED commercial displays can create a one-of-a-kind public transit experience, allowing transportation hubs to incorporate key hub centerpieces which are digital works of art. LG’s massive video walls can be constructed in uniquely shaped configurations that display dynamic graphics, and stunning scenes.

Benefits of Digital Signage for Transportation Hubs

World-Class Products

Our Direct View LED displays offer exceptional image quality and legibility. Brilliant video and text reproduction for travel updates, wayfinding information, and safety protocols. In addition, digital signage is efficient, cost-effective, and green, with no consumable materials or trash as with printed signage. Also, there are no lifts or ladders needed to change sign content

Cutting Edge Technology

The webOS platform allows systems integrators to download content and develop customized applications that fit their exact needs and update them quickly. LG’s digital signage displays feature a high-performance system-on-a-chip (SoC), which works with LG’s webOS platform to lower the cost of ownership by eliminating the need for PCs or external media players.

With webOS, LG’s Smart Platform Signage can be updated simply and quickly via a smartphone or tablet. Also, WiFi connectivity eliminates the need for a wired connection or costly network infrastructure.

Fully Customizable

Provide the right content for commuters and staff. Using our content creation tools and easy-to-use templates, personalizing information is seamless. To make usage even more convenient, MDM Commercial offers digital display content solutions.



Our Solutions

Solutions

- IPTV and RF Infrastructure
- Consultation and Design Services
- Installation and Integration
- Wired and Wireless Networks
- IPTV Content Distribution
- Digital Signage Infrastructure
- Wi-Fi for Staff, Ticketing, Events, Guests, and Content Streaming
- Fiber Optic and Category Cabling
- Fiber Optic and Coaxial Cabling
- RF Signal Distribution
- Event Production Signal Distribution
- Satellite TV Signal Distribution

Conclusion

LG displays offer image brightness, clarity, and wide-viewing-angle legibility to help keep travelers informed, safe, and even entertained. MDM is the experienced choice for your transportation hub digital signage needs with decades of experience in the industry. From start to finish, you will benefit from unsurpassed customer service from our dedicated account managers. Our one-stop shop will meet all your needs with modern products and systems and our second-to-none consulting services. To talk about your needs, please contact us online or call 877-228-5310.

Please note that some content in this book was originally published in LG's look book Seven Key Placements for Airport Signage and whitepaper How Digital Signage is Elevating the Public Transportation Experience for Passengers and Operators