




Behind the yellow line and have your tickets re

 **Metro Center** 5 MIN WALK




Orange line
Hampton Jitney A → Hampton Jitney


→ Uptown 12M 18M 36M
← Downtown 12M 18M 36M



Red line
Hampton Jitney A → Hampton Jitney


→ Uptown 12M 18M 36M
← Downtown 12M 18M 36M

 **Train Center** 5 MIN WALK



Orange line
Hampton Jitney A → Hampton Jitney





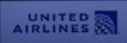
→ Uptown 12M 18M 36M
← Downtown 12M 18M 36M



Red line
Hampton Jitney A → Hampton Jitney

→ Uptown 12M 18M 36M
← Downtown 12M 18M 36M

Departure Baltimore Washington (BWI)

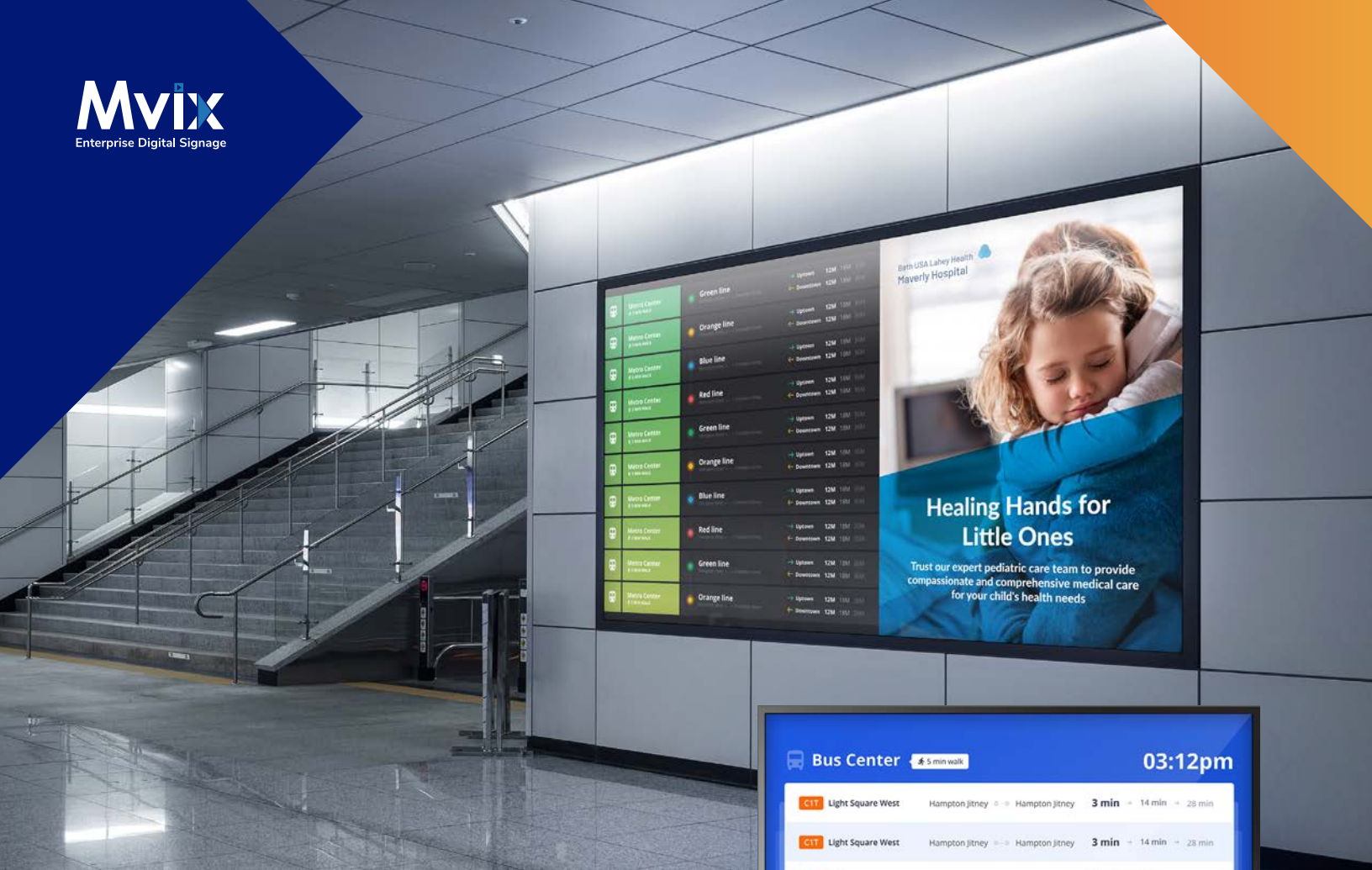
Airline	Sched.	Destination	Flight	Status
	8:20 AM	ATLANTA (ATL)	KL 3322	ON-TIME
	8:20 AM	ATLANTA (ATL)	KL 3322	CANCELLED
	8:20 AM	ATLANTA (ATL)	KL 3322	ON-TIME
	8:20 AM	ATLANTA (ATL)	KL 3322	CANCELLED
	8:20 AM	ATLANTA (ATL)	KL 3322	ON-TIME

TRANSIT DIGITAL SIGNAGE



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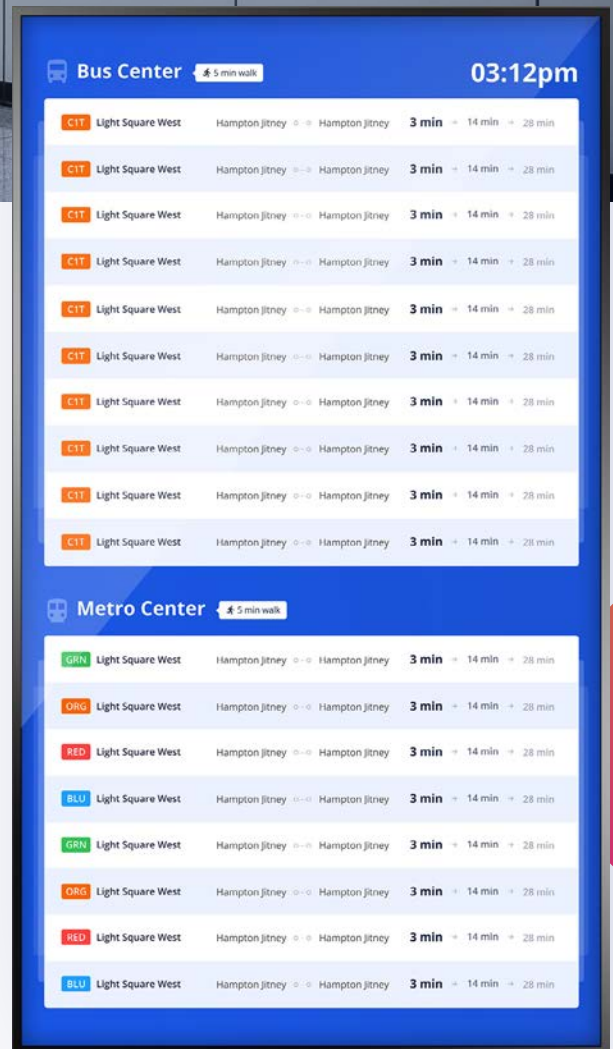


Introduction

Digital signage solutions have brought about a significant transformation across various industries and functions.

In the transportation industry, this advancement has allowed locations such as airports, subway stations, bus stops, ferry hubs, train stations, and public transit stops to enhance their efficiency and significantly improve customer communication channels.

This guide provides a comprehensive overview of transport signage, including specific use cases of digital signs in the transportation industry, there benefits, and strategies for maximizing these benefits.





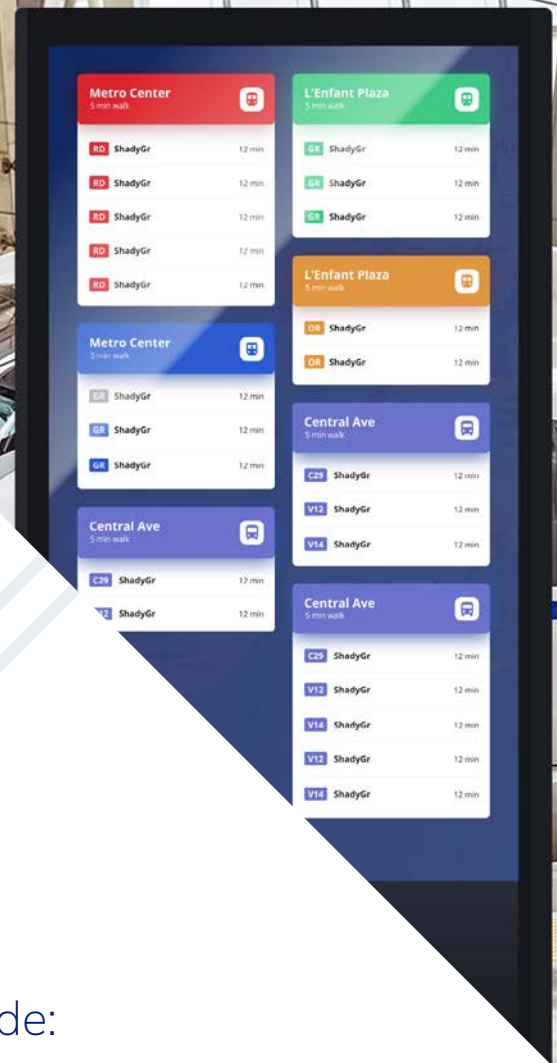
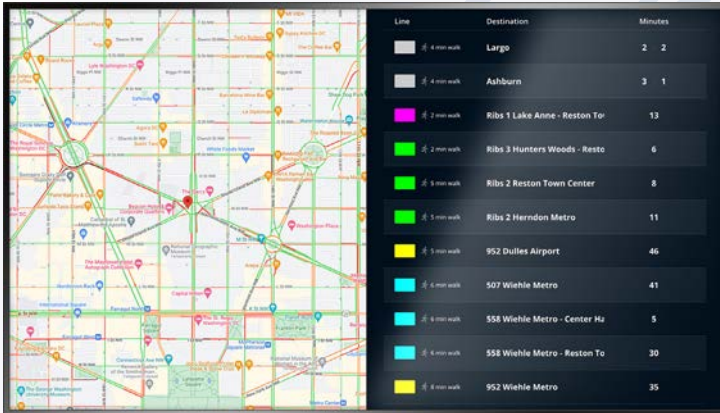
What Is Transit Digital Signage?

Digital signage is the use of LCD or LED screens and projection technology to display content. Transit digital signage comprises the many digital displays you will see spread throughout transportation hubs and a few other locations, such as hotels.

Digital signage makes mass communication in real-time seamless, with many benefits for the transportation sector. Passengers and staff

members see only the front-facing digital screens. However, transit digital signage systems comprise other components.

The software or the content management system (CMS) is the platform for creating and uploading content. The media player then downloads this content from the CMS and displays it on the digital screens.



Digital signage for transit benefits include:

- Enhancing the overall travel experience
- Reducing perceived wait times
- Engaging better with customers
- Improving operations by reducing employee workload and improving staff productivity
- More accurate audience targeting
- Improving passenger safety and security
- Promoting cohesive branding and brand recognition
- Lower cost of ownership compared to traditional signage
- Avenues for additional revenue

Where To Place Transport Signage

Transport signage is highly versatile in its placement. Popular locations to place these solutions are:



Metro, Train, & Bus Stations



Airports



Hotels



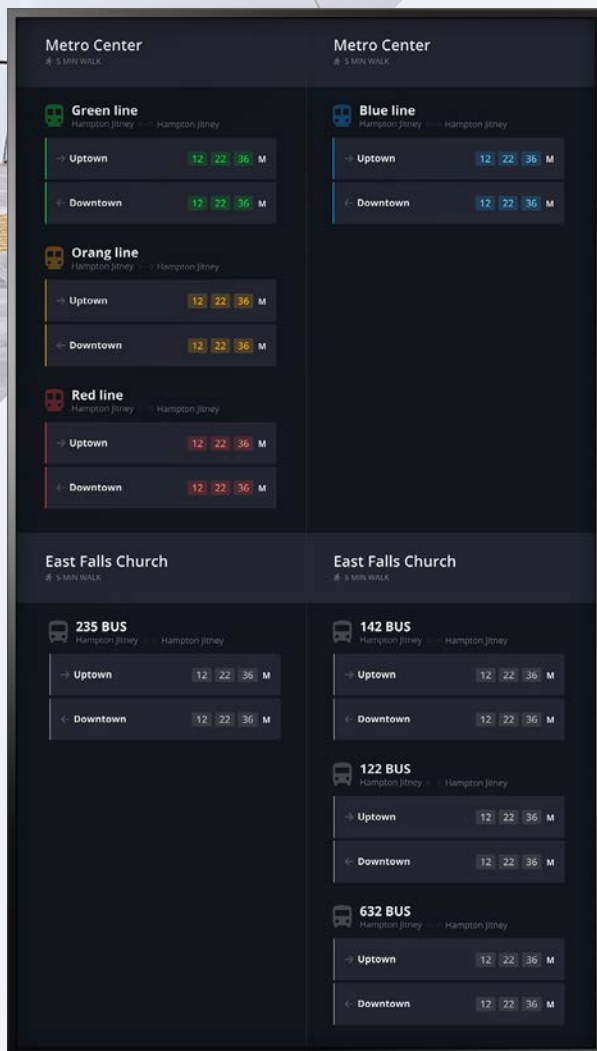
Government Agencies



Apartment Buildings



Offices



Use Cases



Real-Time Updates on Travel Schedules

Displaying schedule information is, of course, the primary use of transport digital signage. Digital signage screens in public transport terminals and airports highlight crucial [transit information](#) such as departure and arrival times, as well as the various metro stops. Viewers get real-time updates and can see notifications of gate changes, delays in departure times, and other pertinent travel updates.



Content for the Waiting Area

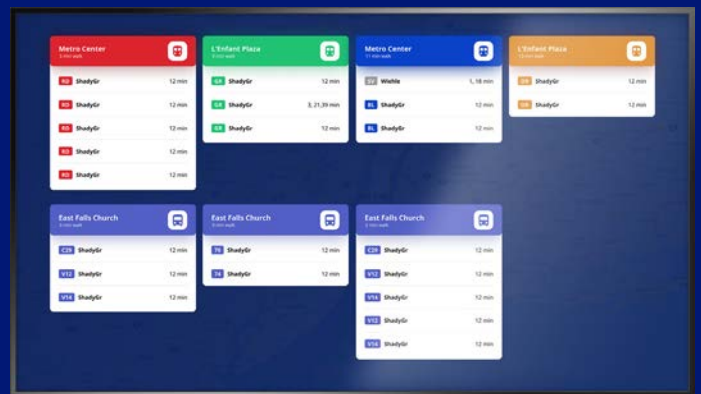
Away from informative content, transport signage in the waiting area can best be used to display entertaining content. For instance, funny videos, movies, soothing music, social media content, and more can help reduce perceived waiting time. Also, some travelers get highly anxious, and such content can help to calm nerves.



Wayfinding

Navigating transit hubs, especially as a visitor, can prove difficult. With no time to waste, digital signs help commuters and travelers to quickly and easily navigate the transit hubs. Digital signage solutions such as digital building directories and interactive maps have proven to be effective wayfinding signage.

This way, travelers at the airport know where to go to find their gate and avoid being too late for their flight. Knowing where to find baggage claims and taxi ranks can make the travel experience hassle-free, delivering an excellent customer experience.





Advertising Campaigns

Hundreds and even thousands of people go through high-traffic transition hubs every day. The high visibility of digital signs guarantees that many of these people will see the message on the displays.

Transport signage owners often sell ad space to marketing agencies and business owners as a part of their marketing campaigns. With strategic placement and proper sign design that focuses on elements such as legible lettering and background, the signs will no doubt grab people's attention.

These agencies or businesses enjoy brand recognition that reaches a broader audience, improving their bottom line. As the owner of the digital displays, you can set your pricing to get a good return from selling the ad space.



Alerts and Emergency Messages

Emergency situations may arise anytime, and transit hubs can use digital signage to share alerts and emergency messaging promptly. For example, if there is a fire incident, the screens will display the protocols everyone should follow to improve safety.

These alerts will ensure everyone knows how to respond and, in so doing, provide a tool for human traffic control as the emergency situation unfolds. Digital signs are especially helpful for disseminating emergency messaging in crowded transportation hubs where passengers may find it difficult to hear the announcements if done over the public address system.



Digital Menu Boards

Restaurants and cafes are commonplace in various transit hubs. Replacing traditional menus with digital menus at these establishments helps to boost sales.

Upselling with digital menu boards is much easier, especially when travelers have some time left before they have to get on their bus, train, or plane.



Content Apps

Digital signage content apps feed your displays with **professional**, **relevant**, and **rich content**. The top options include:



Live Transit

Show live estimated arrival times for buses, trains, and other mass transit solutions.



Traffic

Track local traffic conditions and highlight potential snarl-ups.



Directional Signage

Guides people to specific locations with arrows, symbols, and text, improving wayfinding and reducing confusion in public spaces.



Alerts

Transmit CAP alerts, emergency messages, and safety instructions in case of bad weather, active shooter, fires, and other emergencies.



Analytics

Display KPIs to motivate employees and track company performance.



Forex/Currency Exchange

Display up-to-date currency exchange information.



Airport Display - At Belt

Digital displays help travelers track their bags to reduce cases of lost baggage.



Weather

Stream current weather conditions and forecasts for different destinations.



RSS Feeds

RSS feeds offer automated content for news, sports, music videos, and food channels.



Social Media

Inform commuters with Instagram, Facebook Twitter, or YouTube feeds.



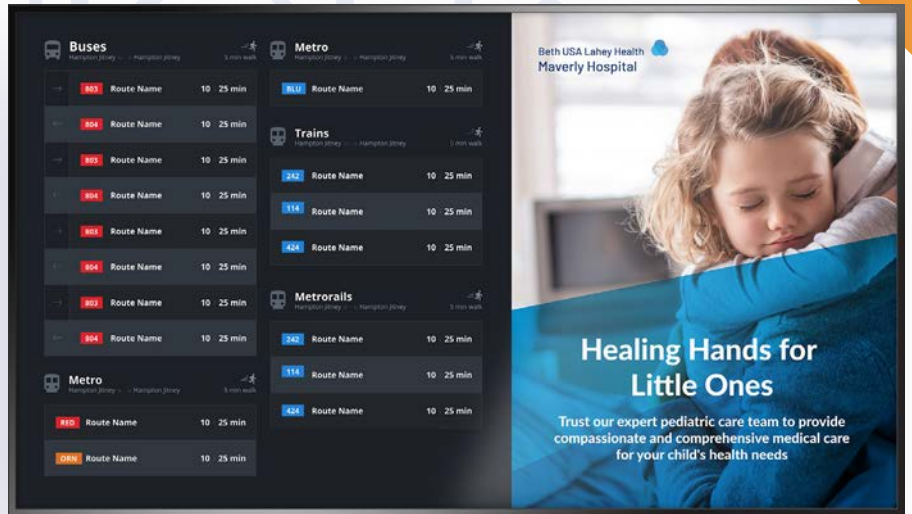
Wayfinding

Display navigational information for improved traffic control.



Smart Playlist

Easy way to program your advertising campaign with tag-based campaigns.



Best Practices

After examining numerous use cases for transit digital signage, we have compiled a list of best practices to help you maximize your ROI.



Visibility

The digital displays should be easily visible, even in the most crowded transit hubs. To ensure this, separate your signs from other elements when deciding on placement. Identify the target audience for each sign and place the display based on the direction in which the target audience is moving.

The size and brightness of the display should also be considered. Generally, brighter is easier to see and larger screens should be used for longer distances.



Legibility

Choose a font size and color that makes the message on the display legible.

If you are using your branded colors, ensure they are visible even from long distances and do not clash with the background or other media. The lighting on the display should be just enough and not so bright that it makes the sign illegible.



Understandability

Keep the message on the sign basic so everyone can understand it. It should be clear, straightforward, and non-technical. The goal should be short yet comprehensive as much as possible.

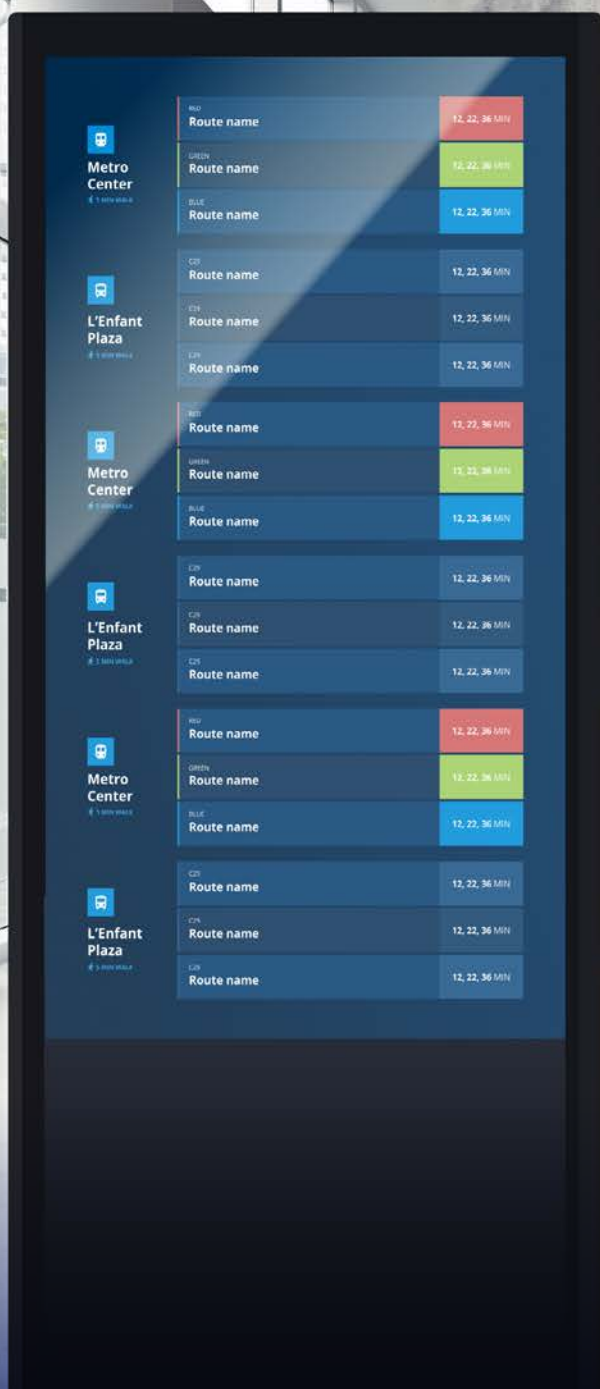
Standardization will also ensure your signs are easy to understand. This may include, among other things, using international color codes. With directional signs, for example, red is the internationally used color for restrictions and hazards. On the other hand, people from all over recognize green as the standard color for exits.



Continuity

Consistency in the design and placement of transport signs across different locations makes it easier for passengers and commuters to follow them.

Sequencing the signs and ensuring there is a logical succession to them will also add to their intuitiveness.





Digital Signage: Modernizing the Transportation

Digital signage is a crucial component of the industry and has greatly revolutionized the transportation sector. By aiding navigation and improving wayfinding, providing real-time updates, and improving safety and security, transport signage dramatically enhances the experience of travelers and commuters.

Transportation service providers benefit from improved efficiency and the additional revenue from

transit advertising. As digital signage advances, these advances will undoubtedly impact the transport sector.

Mvix's [enterprise digital signage](#) for transport is a comprehensive digital signage solution that allows you to create, edit and update the content on your transport signs. Additionally, you can conveniently manage all the screens in your network remotely.



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