

# TRANSITECH



## Integrating IP Based Technologies to Produce Revenue and Increase Brand Awareness

Joseph Wright  
*Harris Corporation*  
*Chief Architect –*  
*Retail & Transportation Solutions*  
*Melbourne, Florida*



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## Digital Signage Can Generate Revenue

- If you....develop a strategy
  - Setting goals is strategy, execution is tactics
- If you...know your infrastructure
  - Invest and manage for long-term success
- If you...sell your ads!
  - Focus on local business
  - Cross promote with social networking
- If you...build on your success

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## Roadmap To Success

- In order to generate revenue from digital signage, transit systems will need to:
  - Clearly define their business objectives around digital signage;
  - Develop IP Infrastructure to support digital signage networks;
  - Equip stations, buses and shelters with digital signage screens and players;
  - Create/obtain content that meets business objectives;
  - Set ad rates and sell advertisement;
  - Manage content delivery (packaged and live);
  - Provide on-going support for the digital signage system.

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## Customer Expectations



**Digital signage systems to support out-of-home advertising models and build brand awareness**



**Digital signage and IPTV systems that enhance the experience in live entertainment venues**



**Mobile TV solutions for over-the-air broadcast to wireless devices**

## Define Business Objectives

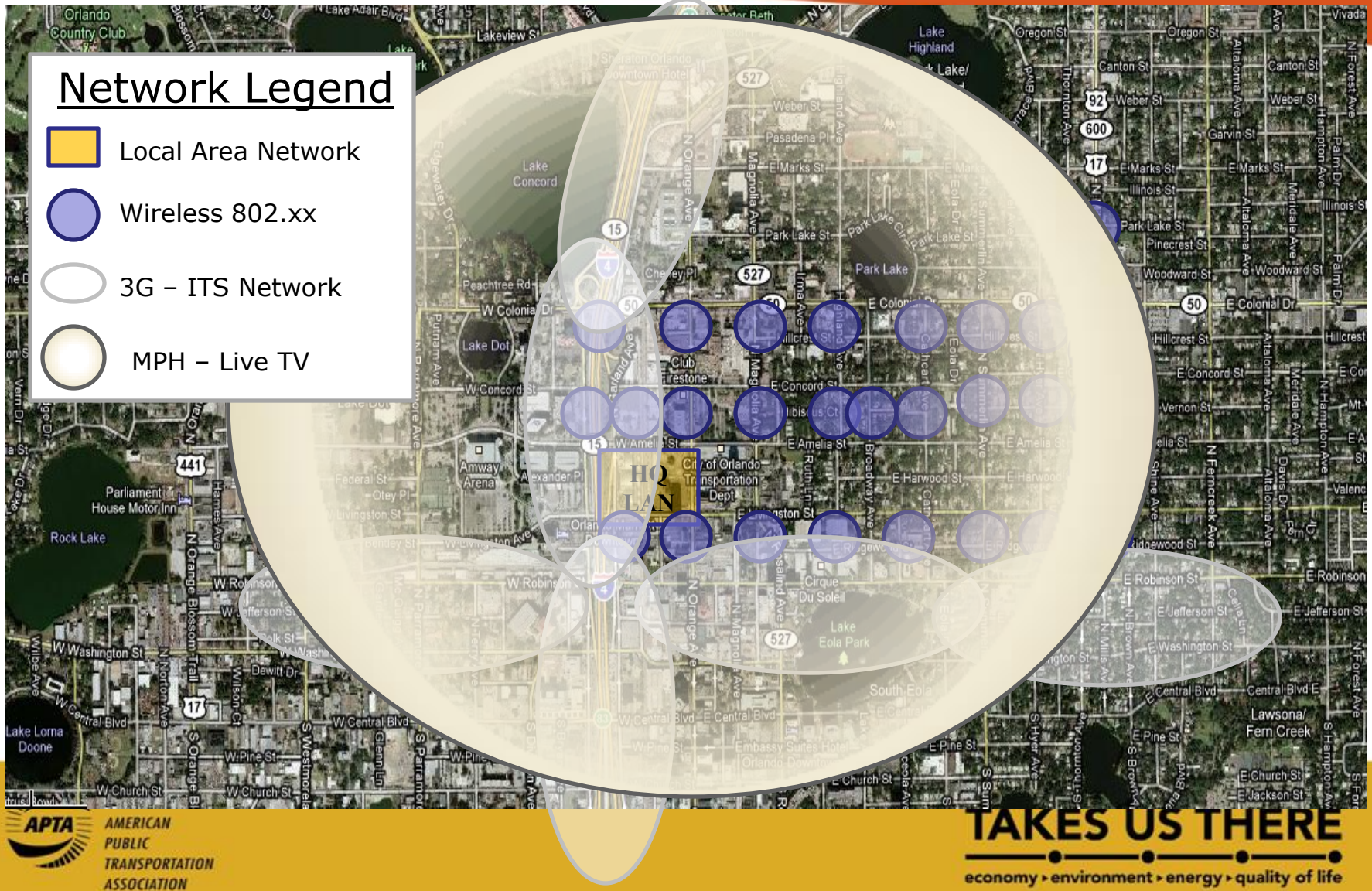
- You must have a strategy before you can take the tactical steps necessary to generate revenue. Ask:
  - What are my goals in implementing a DS solution?
    - Ad revenue, safety messages, community involvement
      - all of these? Which is most important? Do these goals align with the mission of the Transit Authority?
  - How will this benefit my customers and the TA?
    - How do I balance customer experience with revenue generation?
    - How much am I willing to invest – capital, time, resources, ongoing maintenance – and what should I expect as a return on that investment?

## Network Infrastructure

- **Secure Wired**
  - Transit Authority Headquarters, Hosting Facility, Central Terminals, Bus Interior
  - Used for managing DS networks, delivering video
  - RJ-45, HDMI
- **Secure Wireless**
  - Buses, Shelters
  - Used for passing content, GIS information via TCIP based interfaces
  - 802.xx, 3/4G, MPH (Mobile, Personal, Handheld)
  - Tie in to Public Safety and ITS

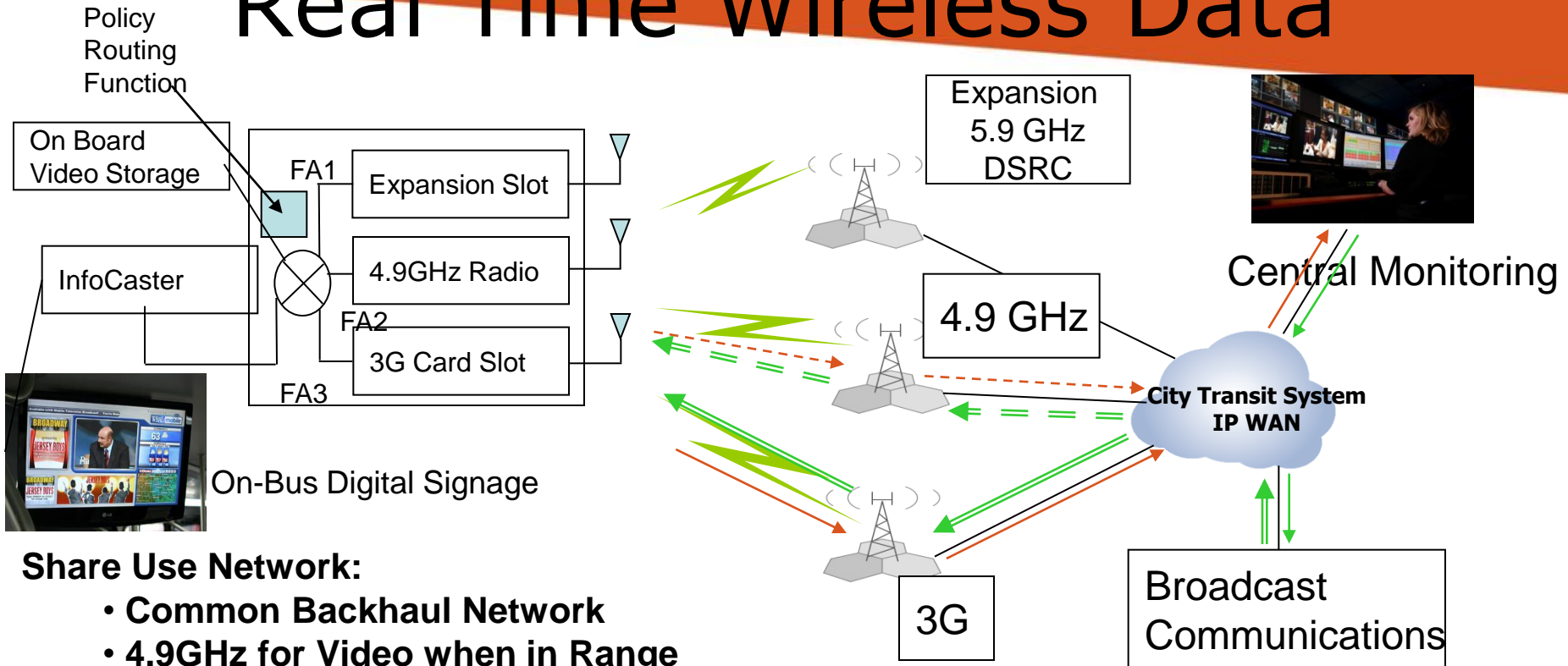
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## Typical Network Infrastructure Components



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## Real Time Wireless Data



### Share Use Network:

- **Common Backhaul Network**
- **4.9GHz for Video when in Range**
- **3G for Onboard Signage Feeds**
- **3G switching to Security Video upon Incident**
- **Room to expand to other uses such as 5.9GHz DSRC for Intelligent Transportation Applications**



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## Content

- Content is critical to success
  - Must be targeted, relevant, current
  - Balance between information and entertainment
  - Multiple types of content can/should be displayed concurrently
  - Potential to tie content into community campaigns, social networking media, local events to keep customers involved and informed

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## Ad Sales

- Define advertising strategy
  - Focus on local ad sales using existing accounts
  - Big opportunity for non-traditional ad sales
    - “stop based” ads based on vehicle location information,
    - ads for associations booking conferences in your area, etc.
    - joint ads/events for local sports teams
    - “call to action” ads links via social networking
  - Determine amount of ads vs. content

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## WRAL / Raleigh Capital Area Transit

- Proof of Concept for broadcasting live television signal to buses digital signage displays using Harris MPH (mobile, handheld, personal) broadcast and InfoCaster systems.
- Pilot project begun in April 2009 with R-Line downtown buses.
- Involved Raleigh Capital Area Transit (CAT), Television station WRAL, CBC New Media Group, Harris Corporation and Sony.



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## WRAL Mobile Signage

News crawl  
3G data link

Live WRAL Program via  
WRAL ATSC M/H

Animated station logo  
Infocaster file



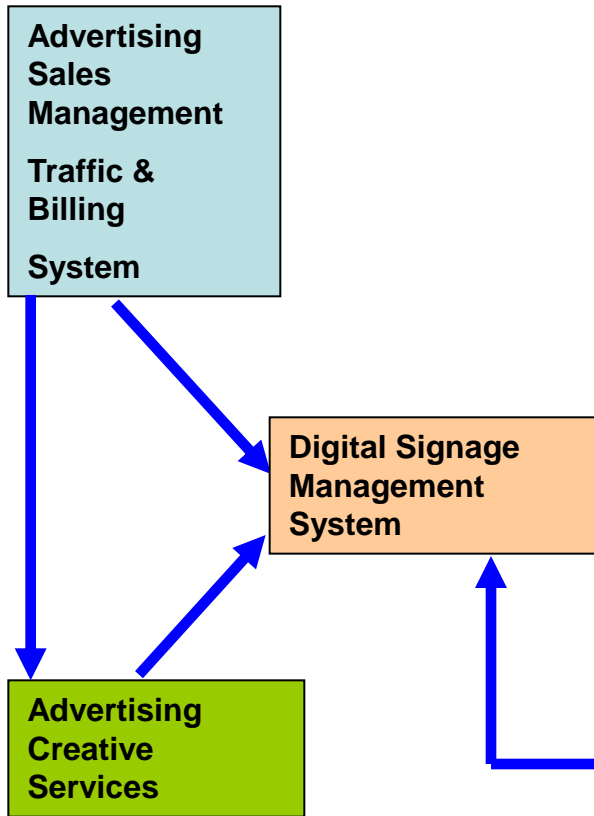
3 Advertising panels  
scheduled and play out  
from Infocaster Files

Weather forecast  
3G data link

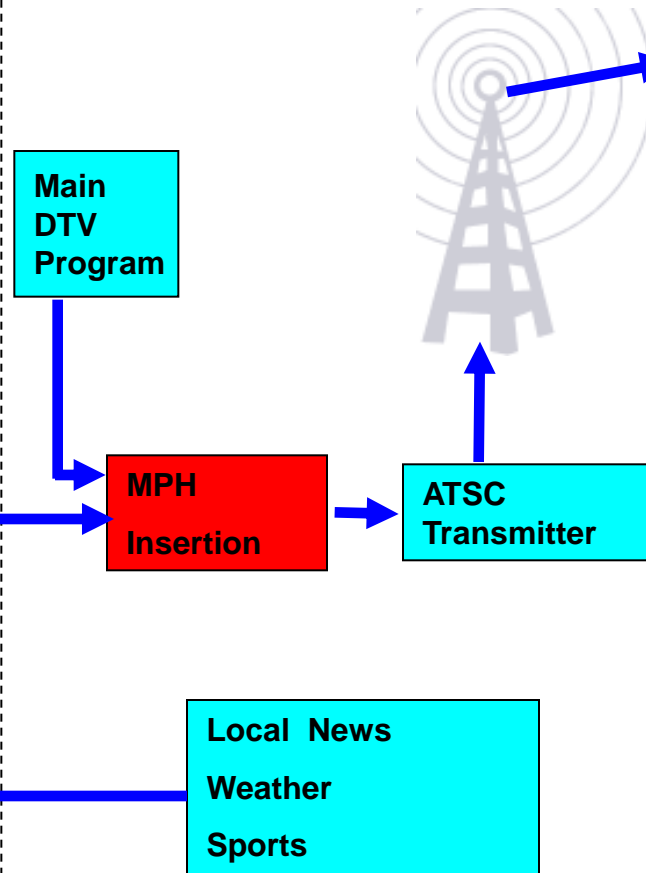
Weather Radar  
3G data link

# TRANSITECH Mobile Digital Signage

## Digital Signage Business



## MPH\* Broadcaster



## Public Transportation



\*MPH – Mobile, Personal, Handheld

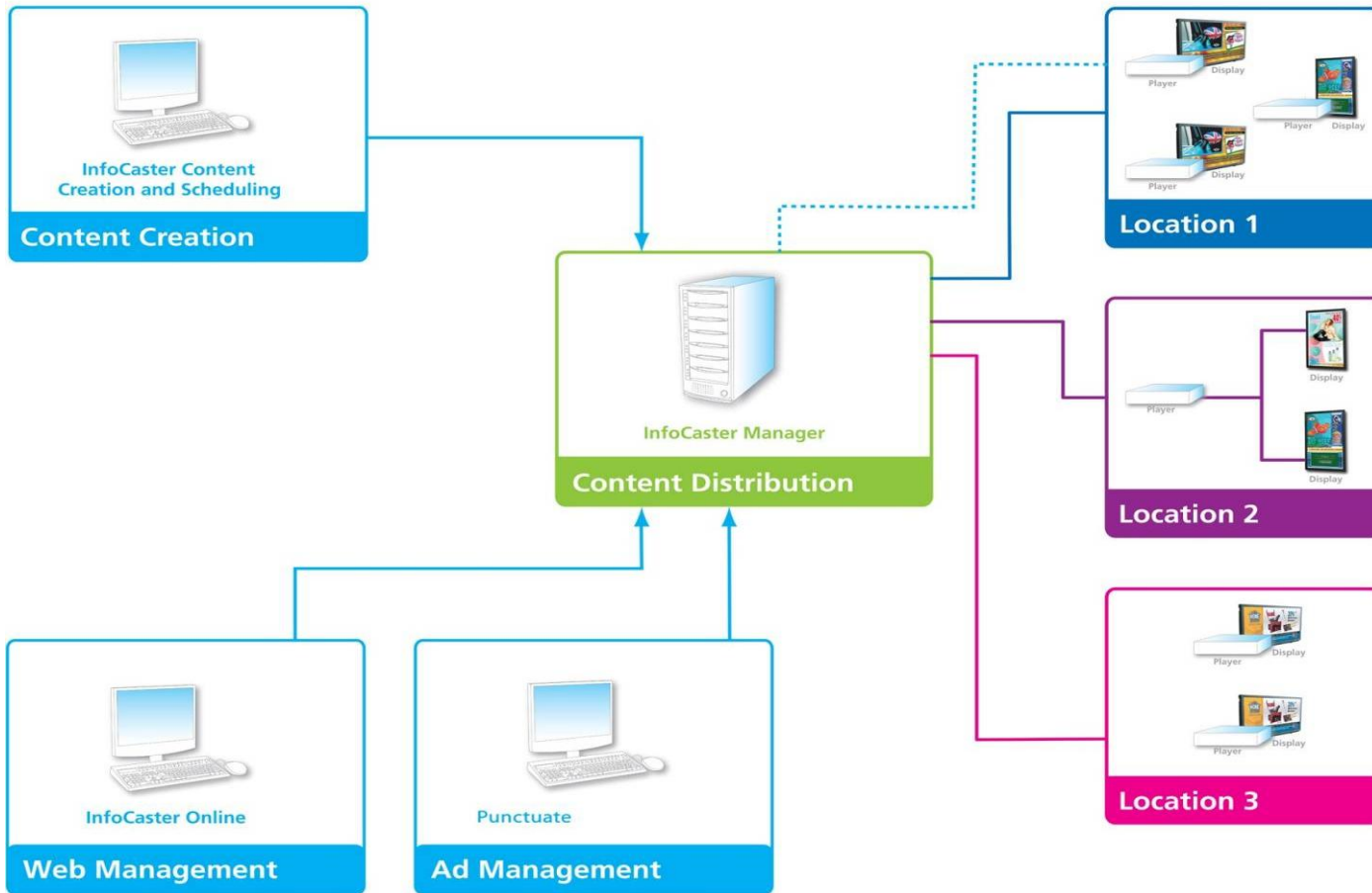
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## Dynamic Mobile Digital Signage

- Screen layout is the same or similar to live feed configuration
- Video content is not live – it is “canned”, played in loops
  - Can be updated daily, weekly, as needed
- Other content can be live (weather, headlines, etc.) from RSS subscription feeds
- Content can be played via “triggers”, such as time, location (from bus AVL or GPS system)
  - Commercials or announcements can be associated with route information and bus location

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## Digital Signage Components



## Managed Social Marketing

- Tie digital signage throughout transit system into Managed Social Network marketing.
- “Campaigns” created that link digital signage and social networking so that premiums can be asked for advertising.
  - Campaigns are coded, created with age and location parameters and coordinated with retailers.
- Managed solution allows TA to outsource social campaign management, yet receive part of revenue.



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## Thank You

For More Information, please contact:

Joseph Wright  
*Harris Corporation*  
(540) 212-1493  
[joseph.wright@harris.com](mailto:joseph.wright@harris.com)

Denise MacDonell  
*Harris Corporation*  
(303) 476-4695  
[denise.macdonell@harris.com](mailto:denise.macdonell@harris.com)