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Integrating IP Based Technologies to Produce Revenue and Increase Brand Awareness

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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

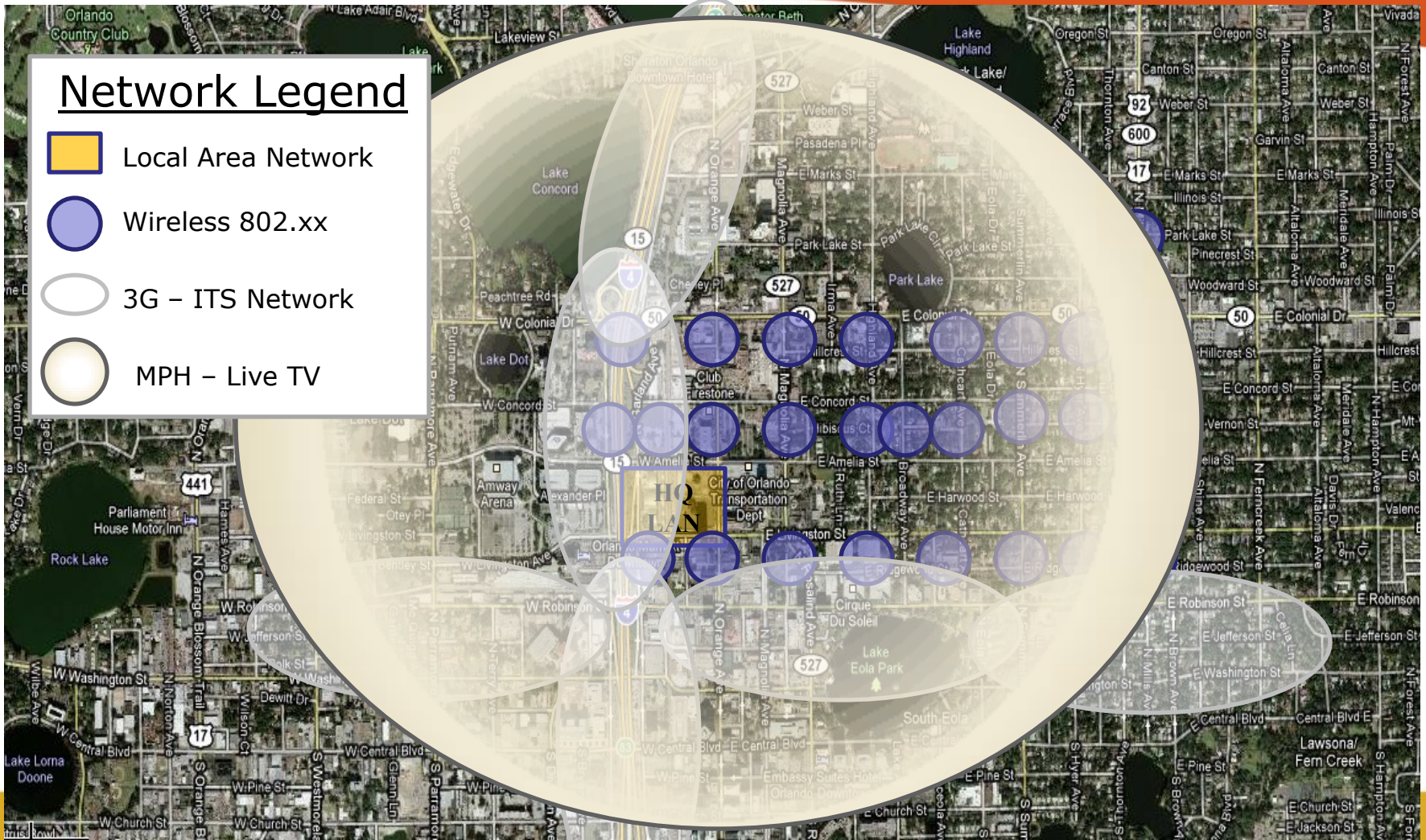
- You must have a strategy before you can take the tactical steps necessary to generate revenue. Ask:
 - What are my goals in implementing a DS solution?
 - Ad revenue, safety messages, community involvement
 - all of these? Which is most important? Do these goals align with the mission of the Transit 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

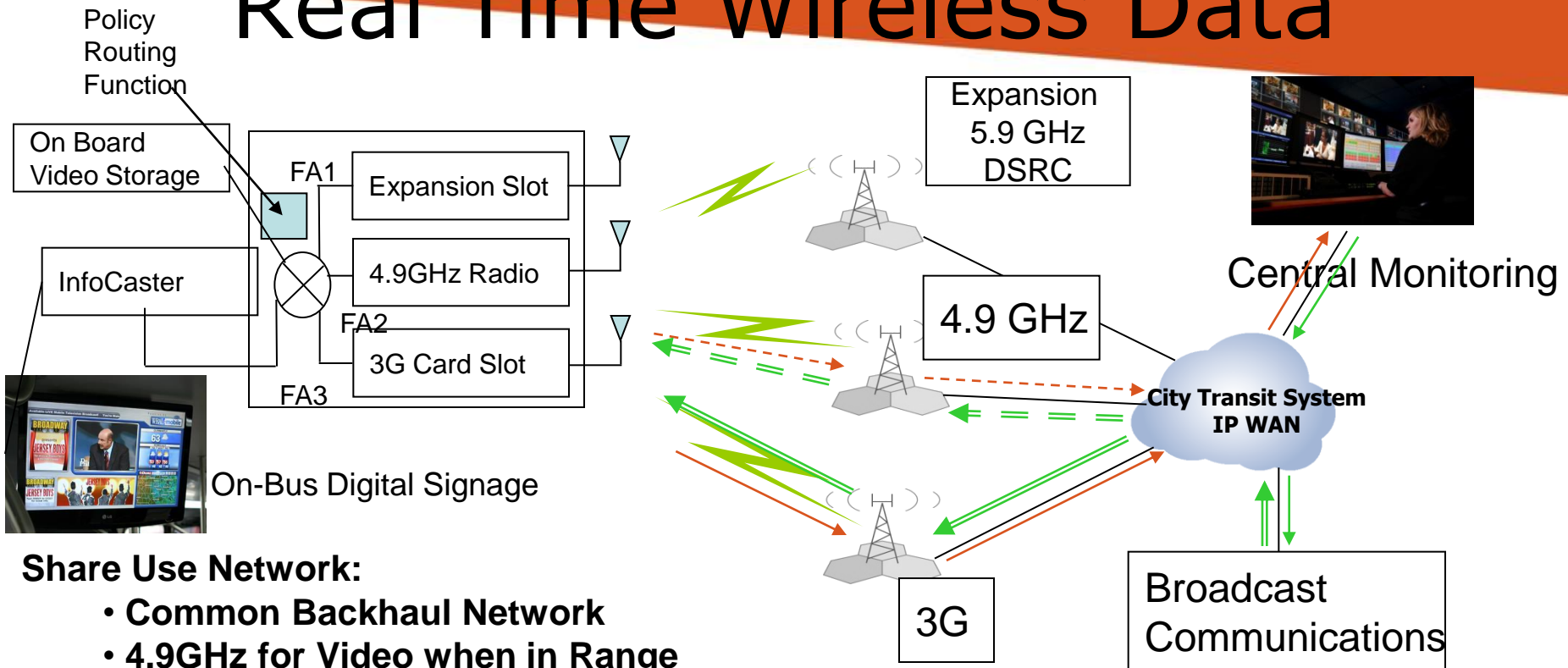
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Typical Network Infrastructure Components



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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.



TRANSITECH WRAL Mobile Signage

News crawl
3G data link

Live WRAL Program via
WRAL ATSC M/H

Animated station logo
Infocaster file



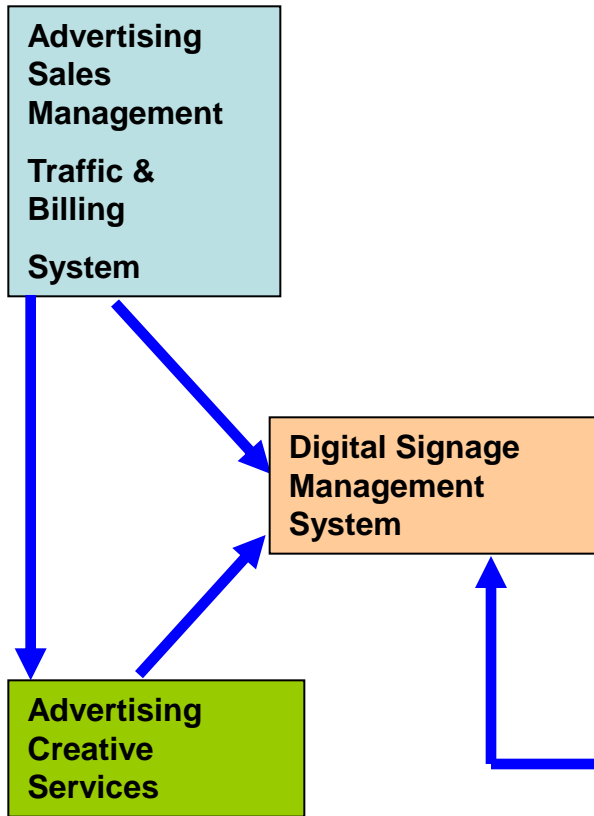
3 Advertising panels
scheduled and play out
from Infocaster Files

Weather forecast
3G data link

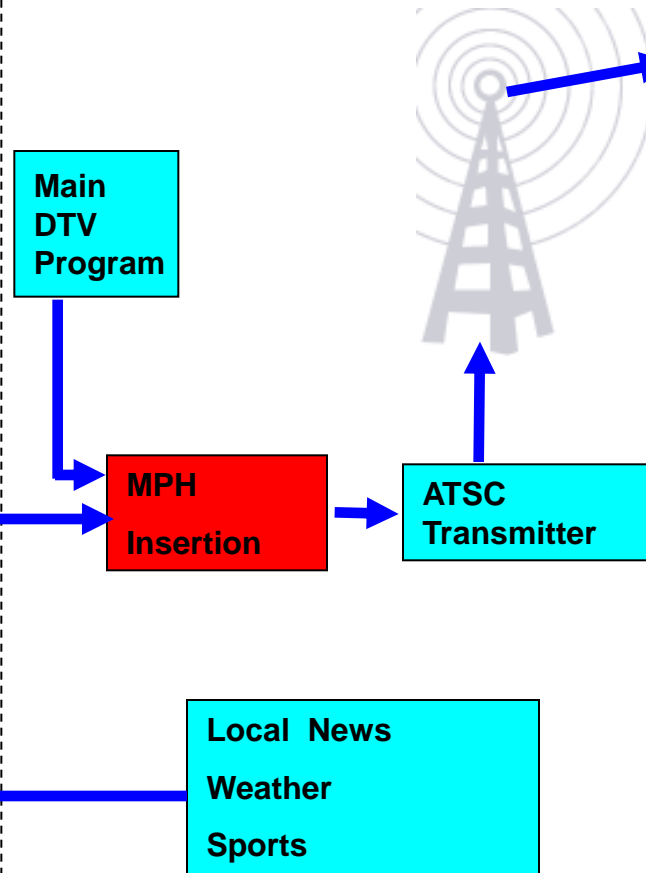
Weather Radar
3G data link

TRANSITECH Mobile Digital Signage

Digital Signage Business



MPH* Broadcaster



Public Transportation



*MPH – Mobile, Personal, Handheld

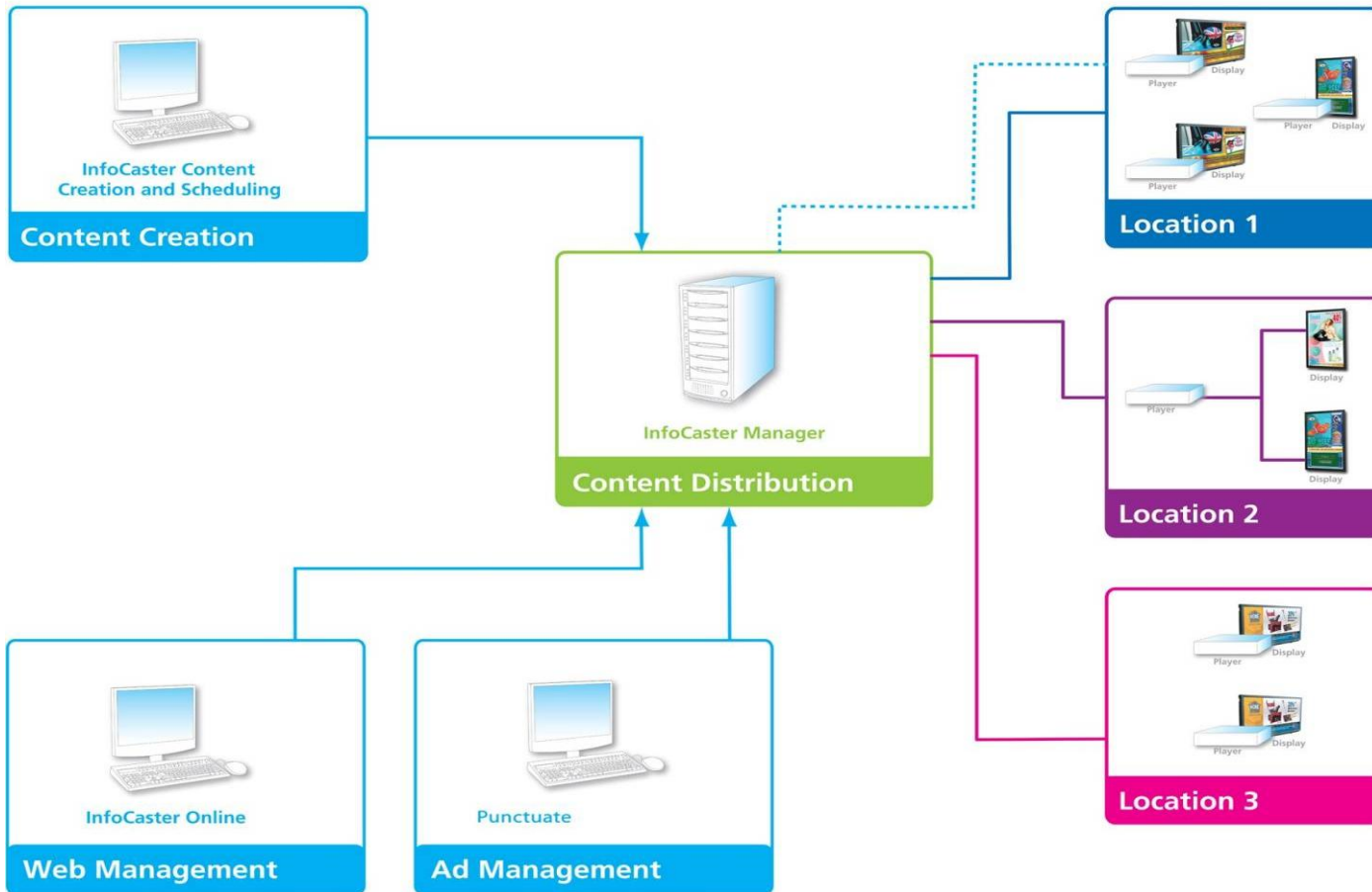
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Dynamic Mobile Digital Signage

- 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.

Thank You

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