

# TransTech

4/4/17



# Wireless Technologies

*Remotely Interacting with Riders at  
your Bus Stops and Shelters*



Now that we have all this wonderful ability to communicate, what do we say?



# Interacting with Customer

- One way or two way interaction
  - Depends on medium, environment and infrastructure



Before we discuss remotely interacting with customers, we need to understand how we have traditionally communicated with people in public.

It provides a basis of understanding for what has been effective over time.



# Wayfinding

It is the science of navigation in public spaces

How has this issue been addressed traditionally?



# Road Signs



# Airport





# Pedestrian



# Public Transportation



# Static Messaging

Has been very effective over time



**Fast Forward to today**

**Digital Messaging**



# Interacting With Customers

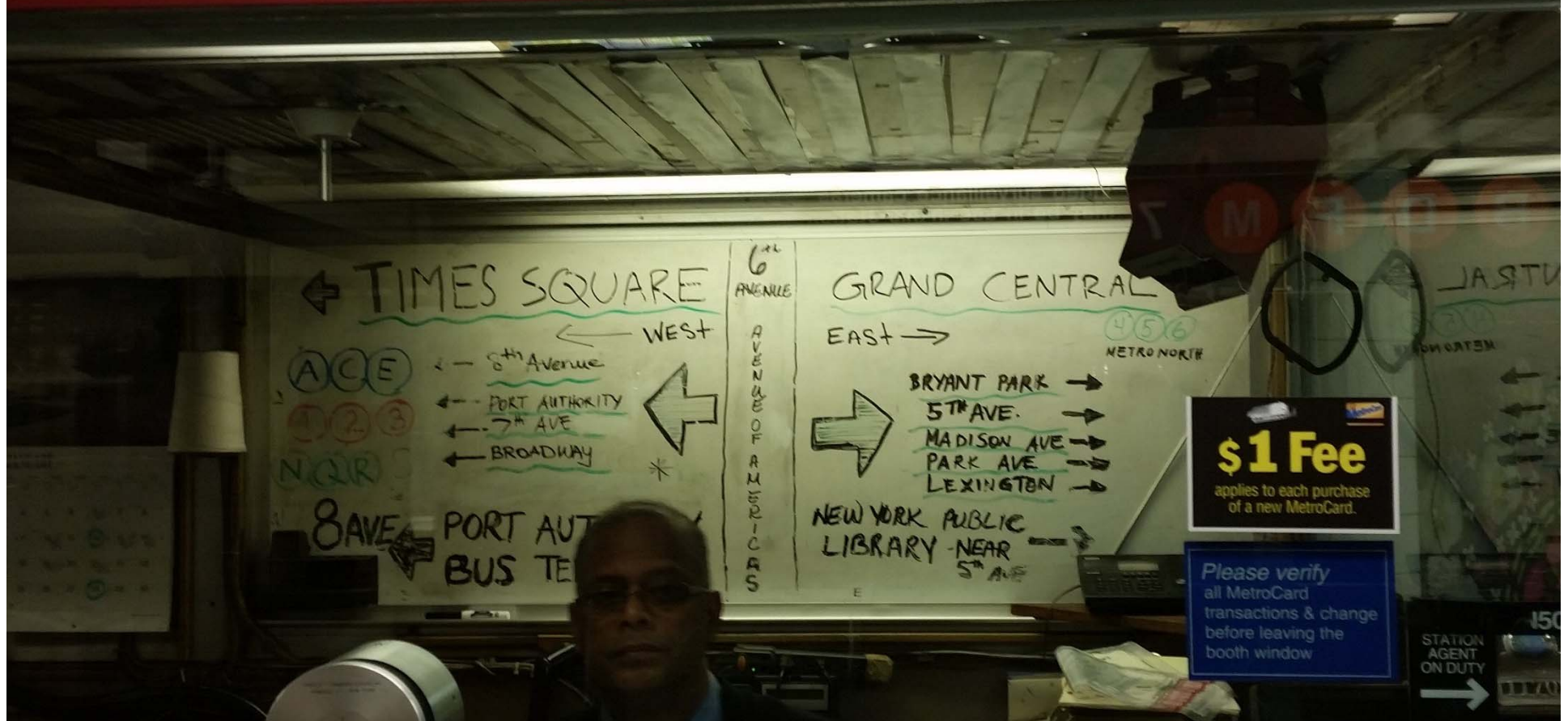
Applying what we've learned from  
traditional messaging





# Information Hierarchy

Booth N503



CHK America, Inc.

# Information Hierarchy

- Is the digital interface:
  - **Two way where the customer can query**
  - **One way communication**



# Examples of two way communication

Interactive





# Airports



# Hotels





# Public Transportation



Hierarchy of information is critical and with an interactive medium, the results of that interactivity has to be immediately rewarded with the right response by the interface.



To be effective, the interactive interface has to be:

1. Compelling
2. Useful
3. Logical/Solves problems



# Examples of **ONE** way communication

One way interaction  
with Digital Signage

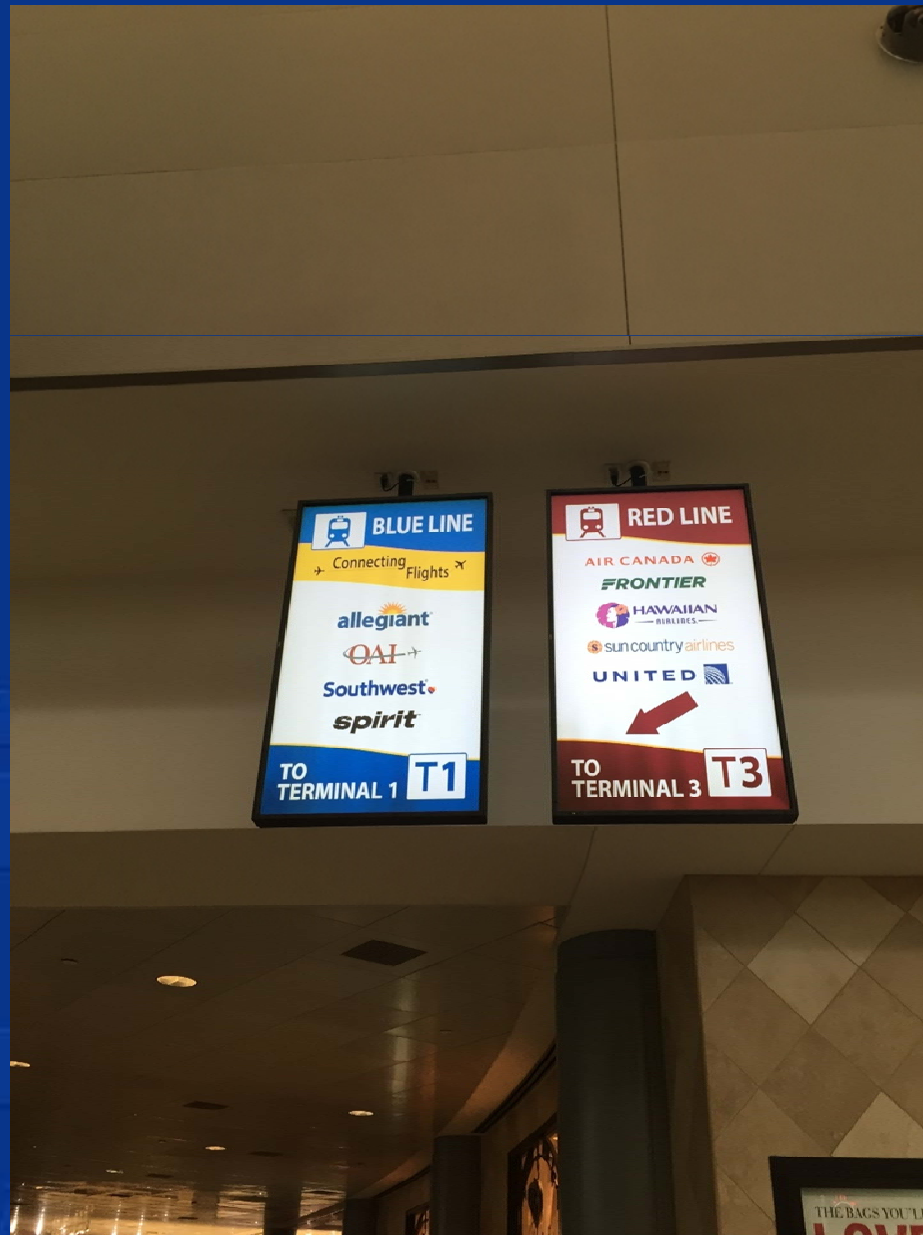


# Examples of **ONE** way communication

## **INDOOR**



# Airports





# Restaurants

**MASTER PRATA DRINKS**

01. Teh Kopi	\$1.50
02. Teh C/Kopi G	\$1.30
03. Teh C/Kopi C	\$1.00
04. Teh Halia	\$1.00
05. Teh Cino	\$1.00
06. Teh Ice/Kopi Ice	\$2.20
07. Caneel Teh O Hot	\$2.50
08. Lipo Teh O Hot	\$1.80
09. Milo	\$2.00
10. Nescafe	\$2.20
11. Horlicks	\$2.00
12. Milo Dinosaur	\$3.50
13. Milo Godzilla	\$4.80
14. Lime Juice	\$2.50
15. Ice Lemon Tea	\$2.50
16. Bandung	\$2.50
17. Longan Ice	\$3.00
18. Lychee Ice	\$3.00
19. Nestle	\$2.90
20. Teh Lychee/Lychee Blueberry	\$3.50
21. Nestle With Ice	\$3.90
22. Rose Syrup	\$2.00
23. Syrup Lemon	\$3.00
24. Ice Milo	\$2.80
25. Ice Horlicks	\$3.00
26. Mint Leaf Teh O	\$2.10
27. Mint Leaf Teh O Lemon	\$2.90
28. Mint Leaf Teh O Halia	\$2.90
29. Blueberry	\$3.00

**MASTER PRATA PRATA**

73. Garlic w/ Mushroom	\$3.80
74. Mushroom Prata	\$3.00
75. Mushroom Cheese	\$3.80
76. Masala Prata	\$3.00
77. Banana Prata	\$3.00
78. Banana w/ Milk	\$3.00
79. Banana Date's w/ Honey	\$4.00
80. Banana Date's w/ Honey	\$4.00
81. Banana w/ Chocolate	\$4.00
82. Banana w/ Strawberry	\$4.00
83. Pineapple Prata	\$3.00
84. Pineapple w/ Honey	\$3.00
85. Raisins Prata	\$4.00
86. Raisins w/ Honey	\$3.00
87. Chocolate Prata	\$3.00
88. Strawberry Prata	\$3.00
89. Honey Prata	\$3.00
90. Milk Prata	\$3.00
91. Tissue Prata	\$3.00
92. Tissue w/ Milk	\$3.00
93. Tissue w/ Chocolate	\$3.00
94. Tissue w/ Strawberry	\$3.00
95. Masala Hotdog	\$3.80
96. Masala Paster	\$3.80
97. Greece Salad Prata	\$4.00
98. Banana w/ Egg Prata	\$3.00
99. Peanut Prata	\$4.00
100. Peanut w/ Kaya	\$4.00
101. Ice Cream Prata	\$5.00
102. Ice Cream French	\$6.50
103. Chip Chop Prata [Kottu Prata]	\$4.00
104. French Banana Prata	\$6.00/\$7.00
105. Italian Pizza Prata	\$6.00/\$7.00
106. Maggi Prata	\$6.00/\$7.00
107. Maggi w/ Egg Prata	\$3.00
108. Horlicks Prata	\$3.00
109. Milo Prata	\$3.00

**MASTER PRATA MURTABAK**

110. Mutton/Veg/Chicken	\$6.00/\$8.00
111. Sardinia	\$6.00/\$8.00
112. Mutton/Chicken	\$6.00/\$8.00
113. Mutton/Chicken	\$7.00/\$9.00
114. Mutton/Chicken	\$7.00/\$9.00
115. Plain w/ Onion	\$4.50
116. Mutton / Chicken / Sardinia	\$5.50
Add Cheese	\$1.00

**MASTER PRATA KOTI JOHN**

117. Thosai Plain	\$1.00
118. Thosai Egg	\$2.00
119. Thosai Onion	\$2.00
120. Thosai Egg Onion	\$3.20
121. Thosai Egg Onion w/ Chilli	\$3.80
122. Thosai Onion w/ Chilli	\$3.20
123. Thosai Masala	\$3.00
124. Thosai Masala w/ Egg	\$3.80
125. Thosai Paper	\$3.00
126. Thosai Banana	\$3.80
127. Thosai Garlic	\$3.80
128. Thosai Mix Veg	\$3.50
129. Thosai Mushroom	\$3.50
130. Thosai Masala w/ onion	\$3.80
131. Thosai Chicken w/ Egg	\$6.50/\$7.00
132. Thosai Mushroom w/ Egg	\$7.00/\$7.50
133. Thosai Meat Comb w/ Egg	\$6.00/\$6.50
134. Thosai Uthappam	\$2.50
135. Thosai Uthappam w/ Egg	\$3.20
136. Thosai Uthappam Veg	\$3.80
137. Thosai Masala Chilli	\$3.20
138. Thosai Cheese	\$3.20
139. Thosai Cheese Egg	\$4.00
139A. Thosai Cheese	\$3.50

**MASTER PRATA MEE GORENG/KUAH & SOUP**

140. Mee Goreng	\$4.00/\$4.50
141. Nasi Goreng	\$4.00/\$4.50
142. Bami Goreng	\$4.00/\$4.50
143. Maggi Goreng	\$5.00/\$5.50
144. Maggi Goreng Prawn	\$4.50/\$5.00
145. Mee Soup	\$4.50/\$5.00
146. Mee Kuah	\$5.50/\$6.00
147. Pattaya Nasi Goreng	\$5.50
148. Pattaya Mee Goreng	\$5.50
149. Maggi Goreng Chicken	\$5.50
150. Maggi Goreng Chicken	\$4.00/\$4.50
151. Mee Poh Goreng	\$4.00/\$4.50
152. Thai Tom Yam Maggi Goreng	\$4.00/\$4.50
Add Chicken	\$4.00
Add Mutton/Keema	\$1.00

**MASTER PRATA BRIYANI**

154. Chicken/Fish Briyani	\$6.50
155. Mutton Briyani	\$6.50
156. White Rice w/ Chicken/Fish	\$5.50
157. White Rice w/ Mutton	\$5.50
158. White Rice w/ Veg [2]	\$5.00
159. Briyani Rice [Extra]	\$2.50
160. White Rice [Extra]	\$1.00
161. Veg Only	\$1.00

**MASTER PRATA SPECIALITIES**

162. Chicken Tikka	\$2.00
163. Chicken Tikka	\$6.99
164. Chicken Tikka	\$6.99
165. Chicken Tikka	\$6.99
166. Chicken Tikka	\$6.99
167. Chicken Tikka	\$6.99
168. Chicken Tikka	\$6.99
169. Chicken Tikka	\$6.99
170. Chicken Tikka	\$6.99
171. Chicken Tikka	\$6.99
172. Chicken Tikka	\$6.99
173. Chicken Tikka	\$6.99
174. Chicken Tikka	\$6.99
175. Chicken Tikka	\$6.99

**MASTER PRATA SIDE DISH**

176. Puri Set	\$4.20
177. Vada Set	\$2.00
178. Onions	\$3.00
179. Chutney Set	\$4.50
180. Potato Veggies	\$3.90
181. Bagel Set	\$2.90
182. Naan	\$2.40
183. Naan Garlic/	\$3.40
Chutney/Butter	

**ORDER & CASHIER**

**SELF SERVICE**

**VizanSign**  
Vision & Digital Signage Solutions

# Transit



**Messaging is typically Good.**

**The correct hierarchy is used**



**Now comes the challenge:**

**Interacting with customers at**

- **Shelters**
- **Bus Stops**



What has been the biggest challenge to deploying digital signage in the field/outdoors?

1. Electrical Infrastructure
2. Optimized Screens and housing





If we have power at shelters, the more traditional screen technologies are available to us.

Right?

Maybe





CHK America, Inc.





CHK America, Inc.





CHK America, Inc.



If we DO NOT have power at shelters and bus stops, what options are there for digital signage?



# Solar and Battery

- We are no longer constrained by electrical infrastructure

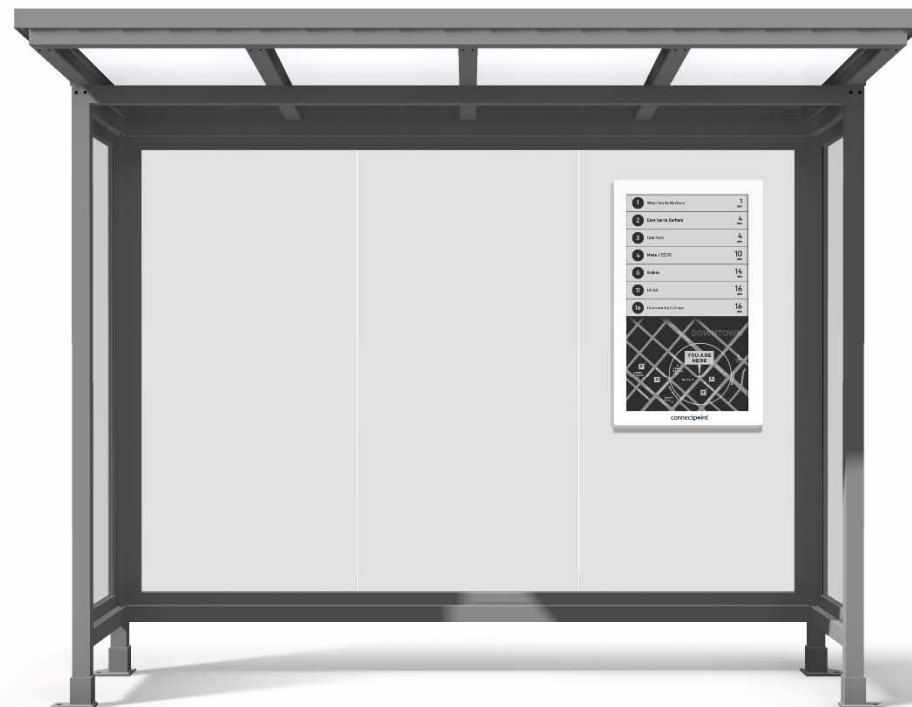




# Solar Powered LED









# Solar Powered Digital Bus Stop





These devices provide a tremendous amount of flexibility where it didn't previously exist.



# Messaging Options

- Next Departure
- Route diagrams
- Geographic maps
- Service Alerts
- Weather
- Advertisements
- Your home phone #
- **All at the same time or rotating**

# Solar Powered Two Way Interactivity

Through the use of cellular networks and solar power, it is possible to deploy an interactive tablet in the outdoors.

At stops and shelters





# In Summary

- Communication Technology Available
- Delivery Devices Available
- Interacting with Customers at Stops and Shelters is easier than it's ever been
- Information hierarchy and logic will determine its success

