

# THE 7 GREATEST BENEFITS OF DEPLOYING



# INFOtransit



## Advertise Transit Services

Inform riders of new routes, service areas and connections. Advertise rider apps and other tools to stay connected.



**12 Roosevelt**

- Roosevelt & Morgan
- 900 W Roosevelt
- Roosevelt & Halsted
- Roosevelt & Jefferson

Next Stop...

**Roosevelt & Canal**

## Keep Riders Informed



Route ladders support ADA compliance and inform riders of the next stops. Any delays or route changes are quickly and automatically updated.

Providing Real-Time Information Results in a

# 48%

Increase in Rider Satisfaction <sup>1</sup>



## Improve Overall Experience

Implement campaigns to increase awareness of others, and promote good behavior.

Service and route updates keep passenger informed - making their journey more enjoyable.

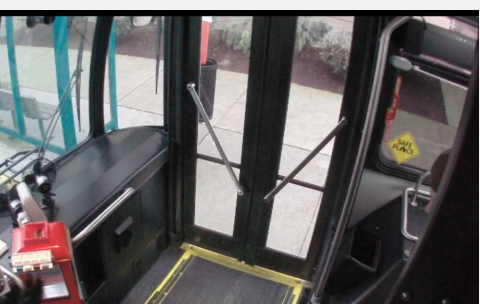
Add integrated voice announcements to support ADA requirements and further enhance on-board communications.



## Promote On-Board Security



Seamless integration of live video feeds promote on-board passenger safety and security and deters vandalism, assaults and fare evasion.



## Realize a Return on Investment

Intelligent, location-based ads will further enhance your rider's experience by advertising local attractions, events, job opportunities, etc., while lowering ad production costs.



CyRide Reports a Profitable Project Deployment After

# 12

Months of Ad Revenue <sup>2</sup>

## Reduce Labor Costs and Waste



No physical labor is required to update digital signage (updates can be administered remotely) - which results in both lower labor costs and more timely information.

Reduce wasteful print ads that often up in landfills, and save money on associated printing costs.



## Distribute PSAs

Public service announcements, Amber Alerts and emergency information are automatically loaded via data feeds.



Digital Signage Captures

# 400%

More Views than Static (i.e. Paper) Displays <sup>3</sup>



<sup>1</sup> Intel Corporation, "A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage"  
<sup>2</sup> Ames, Iowa via Houck Advertising  
<sup>3</sup> Location-based Dynamic Advertisements Structure for Public Transit Systems Vol. 4 - Issue 03 (March - 2015), [https://www.academia.edu/11557352/Location-based\\_Dynamic\\_Advertisements\\_Structure\\_for\\_Public\\_Transit\\_Systems](https://www.academia.edu/11557352/Location-based_Dynamic_Advertisements_Structure_for_Public_Transit_Systems)