

# PaxLife Innovations

## Introducing paxCMS

A Single Platform to Easily Create and Flexibly Manage Your Passenger Information and Infotainment across Any Vehicle Fleets

In recent years, public transport operators have been discussing technologies, strategies and opportunities that can encourage the public's return to rail and other shared mobility offerings.

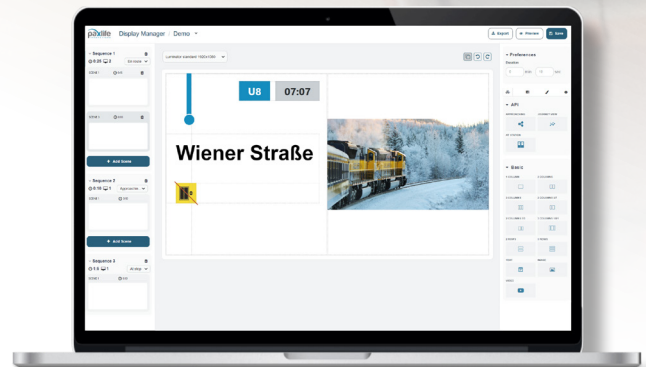
In this perspective, improved passenger information (PIS), whether on board of vehicles, at stations or on the passenger's smartphone, is a service that can play a significant role in enhancing the travel experience, increasing satisfaction during the journey, as well as growing the business and elevating the brand of transport operators.

Until now, managing fleets of screens, whether on-board or at station platforms, is often a source of complexity and increased effort, and hinders the consistency of information or the delivery of attractive content to passengers.

That is why PaxLife Innovations has developed a simple, efficient, future-proof and flexible solution. PaxLife's paxCMS makes it easy to manage, update, upgrade and operate fleets of passenger screens, even if they are not consistent across manufacturers or vehicles, to gain efficiency, improve the consistency of the information provided and deliver a far more engaging experience.

### One Software Solution Independent of Vehicles Specifics

Based on PaxLife's core product, the railSTACK platform,



*A layout editor to easily build your PIS and manage it centrally for all information channels*

paxCMS enables the abstraction of the actual on-board equipment via a simple interface (API), provided by PaxLife Innovations. This means that the passenger information software application no longer makes any difference between the display hardware installed on board – or even whether the passenger information is running on board a train, a bus, a tram or at a station. The major advantage is that paxCMS offers transport operators the possibility to easily manage their PISs with a single software package, regardless of the vehicle's specifics or heterogeneity. And it also allows the content of the on-board display to be visible on the passenger's smartphone.

### Simplify Building the PIS Solution with a Layout Editor

paxCMS includes a tool for transport operators to further simplify the construction of the PIS system without programming knowledge required: updating information, splitting the screen, adding external elements such as new information (weather or news), advertising, videos, images, defining sequences or content to be viewed under certain conditions, e.g. while driving, when approaching the stop, when stopping etc., all this via a simple drag and drop procedure similar to building a website.



Content and updates can be deployed on individual vehicles or entire fleets of vehicles at the touch of a button for a chosen period of validity. It is now very easy for transport operators to set and homogeneously transform the message or look and feel of passenger information systems at any time.

The information or elements to be displayed (such as journey information, delays, etc.) are implemented once, consistently and in the same format for all vehicles. In the case of fleet expansion, this is a great advantage as it facilitates and accelerates the deployment of known content/information on new vehicles.

## Automating the Generation of Ancillary Revenues from Advertising

Finally, with regards to information and content, paxCMS now offers the cutting-edge capability to acquire and integrate in the PIS layout structure, dynamic data – internal or from third-party systems – to be displayed on passenger screens. In addition to standard travel information, data can also be daily news, current weather or even dynamic acquisition of advertising content from digital out of home (DOOH) and their best bidders platforms; moreover the display content can be programmed to follow a set of display rules at appropriate times or target a separate set of displays.

Overall it allows transport operators to leverage the full potential of their fleet of displays and their display systems in place for passenger information – on-board or at stations – to generate additional revenue from advertising or any other content in an automated and optimised manner.

PaxLife Innovations is a German software company that specialises in information, content and digital services delivery in rail and public transit. paxCMS is currently being deployed in the regional transport system in South Tyrol and in the subway section of Berlin's public transport system. If you want to know more or request a demo, get in touch with us!

### Key Benefits

- One software platform to provide consistent information across fleets – on-display screens, passenger smartphones and even at stations
- Ease of use to create your PIS, no programming knowledge, no constraints, no limits
- Maximum control over what information to be displayed on board and when
- Additional revenue potential from advertising and content providers
- Enrich the PIS with news, information or third-party providers to enhance passenger experience
- Cost-effective, scalable and future-proof solution

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# Passenger Information & Infotainment Next Generation



Multi-Fleet - Generic - Easy to Use - Scalable - One Solution

Unified management of all your passenger information channels from a single source.

The **paxCMS** solution of PaxLife Innovations provides a single platform for the delivery, design and display of digital data, content and services to Any vehicle.

By abstracting the existing onboard equipment, it facilitates the management, updating and operation of various displays/systems spanning multiple manufacturers.

The **paxCMS** product offers a user-friendly and powerful software editor that allows transport operators to easily build and centrally manage their PIS: updating, splitting the screen, adding external elements, integrating advertising slots, defining sequences, layouts and display logic..., - without programming knowledge and from a single centralized management platform.

Visit Us to know more:



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