



Daktronics

Streamlining the Passenger Experience through Daktronics Innovation

You arrive at a busy train station. You know where you're going, but you don't know exactly where you need to go to get there. You immediately look for some sort of sign to point you in the right direction.

A crisp, bright Daktronics display catches your attention and shares the information you need. You go in the right direction, find the right platform and are on your way to your destination.

This scenario plays out every day in the lives of commuters and tourists. A quick guided tour from the entrance of the station to the concourse, navigating multiple platforms and finding the door to the correct train or bus. Clear, full-colour electric signage helps guide the way and get people where they need to go by showing time of day, train information, arrival and departure times, and updated information as the day goes on.

The passenger experience is very different than it once was, well before digital technology was available in the station. Today, these signs can change as information changes about the availability and departing times of trains and buses. And with it, passengers are aware of these changes as they move about the station and get to where they need to go.

These full-colour LED displays create a welcoming, even entertaining, environment. The text size can be changed and adjusted to best fit the display and its location to maximise communication with patrons. Branded images and additional weather, timing and current data can be shared with people as they move

along their way from the entrance to the concourse to the platform.

Behind all of this technology and communication, Daktronics has been developing and innovating over the years. From flip technology to single-colour to full-colour LED technology – and now tighter pixel spacing between those LEDs for better resolution and image clarity – the development of the best-possible solution for public transport applications continues. This includes the control system on the back end to ensure those images appear correctly and legibly for passengers.

With seamless access to news, weather data and multiple video feeds, the possibilities for information shown on these displays is exponential. From digital displays to control rooms and all the locations patrons see, Daktronics provides everything a transit station could need for keeping its passengers informed and getting to their destination in an easy, stress-free way.

Visit Daktronics at InnoTrans Hall 2.1, Stand 850

Find out more at www.daktronics.com





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