Trapeze™

Infotainment

DYNAMIC PASSENGER INFORMATION SYSTEMS

Make your passengers' day on transit with vivid, real-time content

When you provide real-time information to your riders, you shorten their perceived travel time and make delays tolerable. When they get that information onboard through engaging text and images, you make their journey even more agreeable. When you accompany their ride with infotainment that grabs their attention all the way, you create a travel experience they value and seek out.

Dynamic passenger information systems enable you to communicate and connect more effectively with your passengers, building trust with them through up-to-the-second and vibrant messaging that keeps them informed and entertained. These multi-media displays can help subsidize your operations too, increasing your revenue through lucrative digital advertising.

Trapeze is working with VIANOVA Technologies to enhance your passengers' journeys with a flexible, scalable DPI system that can create and update custom content targeted to local riders. Our vision is to deliver on-board digital signage that results in a radically enhanced customer experience, increasing ridership and generating significant revenue for transit agencies.

The high-definition displays are self-configuring, quick to install, and easy to maintain, so you can concentrate on delivering relevant information to help your passengers plan and enjoy their day.

2K+
at NYCMTA are reaping the rewards of Infotainment

400%
Improved performance over print ads

Agency Benefits

Engage riders throughout their journey and realize your advertising potential.

Give Riders the Real-time Information They Want

Deliver vivid, real-time onboard information on arrivals, safety messages, detours, transfer times, breaking news, and weather updates to help passengers plan ahead and to make their journey safe and more enjoyable. Decrease complaints by giving your passengers access to real-time information on time.

Generate Advertising Revenue

Increase your self-sufficiency and save taxpayers' money by generating advertising revenue. Create engaging ads and a potentially huge income stream by delivering messages to a captive audience.

Provide Infotainment to Increase Transit's Appeal

Make journeys shorter for passengers by diverting their attention to engaging content throughout their ride. Create diverse content with an easy to use and simplified content management system.

Tell Your Story

Update customers on your change initiatives. Let your passengers know what you are doing to improve their rider experience.

Enhance Security

Utilize your current on-board video surveillance feed to create a safer and more secure environment for passengers on buses and trains.

Case Study

How CTA wowed riders with onboard digital displays.
VIANOVA Success Story

Passenger Benefits

Engage riders throughout their journey and realize your advertising potential.

Routes
Show passengers their current location, upcoming stops, transfer connections, and final destination. As an option, display the entire l ine route.

Travel Times
Tell riders exactly how long their trips are likely to take so they can plan ahead.

Travel Information
Inform passengers immediately when there's a delay or disruption so they can easily make the decision to transfer. Provide them with safety or weather alerts to help them plan accordingly.

Transfer Times
Provide next connection times for buses, streetcars or trains to make it easier for passengers to continue their journeys.

Infotainment
Make travel more enjoyable and entertaining for your riders with diverse types of information and media, including agency information, tourist bulletins, hyper-local advertising, emergency alerts, and RSS feeds.

Product Features

On-board MS-700 Server

Reduce energy consumption and get long-lasting performance and reliability from completely passive-cooled on-board computer. Transmit high-definition videos instantly with high-speed APIX2 videobus with up to 50 displays connected to one server. Features real-time diagnostics.

On-board PD-PAAMP Box

Optimize your infotainment system with a powerful, two-channel amplifier for internal and external speakers. It also distributes power to infotainment monitors and the MS-700 server.

Content Management System

Manage multi-media content easily, including building and distribution of channels and compiling playlists for M^{2}P and third-party players. Access as a web app in any browser enabling third parties, such as advertisers, to add content. Interface with ERP systems like SAP or Oracle.

Playlist Designer

Create and edit a variety of playlists and attractive layouts, including route ladders, notifications, maps, and transfer information with Graphic Editing Tool for playlist design in simple WYSIWYG mode. Preview before publishing. Possible frontend for CMS.

Single or Dual Screens

Deliver multiple messages on multiple screens at any given time, to reach more passengers. Modular displays blend well with transit vehicles' interior design and are available for side or ceiling mounting or integrated with MS-700 or as APIX version.

Targeted Information by Location, Time

Reach a specific audience by strategically displaying information to them - special events, festivals, ads, or tourist attractions by stop, location, bus route, division, time of the day, day of week, month, quarterly, or yearly. Capabilities are endless with DPI.

Video

Alternate between advertising or videos and critical passenger information. Use video feed to increase awareness and passenger safety.

Secure Content

Protect your data and content using secure, authenticated, and encrypted connections. Ensure safe, high-speed yet economic data communication from the control center via UMTS/LTE or WLAN.

Easy Maintenance

Manage upkeep of your system without having your staff walk up to the equipment to inspect. Know the status of the system from anywhere, via email or text alerts. View remotely in real-time what's been displayed on the revenue vehicle, DPI health status (GPS, Ethernet, Display, Server, third-party connection) on the maintenance board.

Maintenance and Service Management

Coordinate maintenance and service tasks to solve issues quickly and keep your DPI system running all the time. Analyze logging information from different targets/vehicles. Get report of uptime statistics to evaluate your system's performance.

Easy Configuration

Extend from passenger information system to a fully loaded infotainment system by freely combining modules.

CHOOSE THE DISPLAY THAT WORKS FOR YOU

Twin Display

- Create multiple messaging to make passengers' rides more enjoyable. Featuring 18.5" twin displays designed for bus, 16:9 format/ 36.1 in x 11.7 in x 7.0 in and 2x HDTV (720p) display resolution.

Stretched Display

- Make your messaging stand out with a 29", ultra-wide display; 32:9 format, 30.3 in x 10.5 in x 3.5 in., 1920x540 HDTV display capability in 32:9 format. Suited for buses with reduced headroom. Also available in back to back and high bright versions.
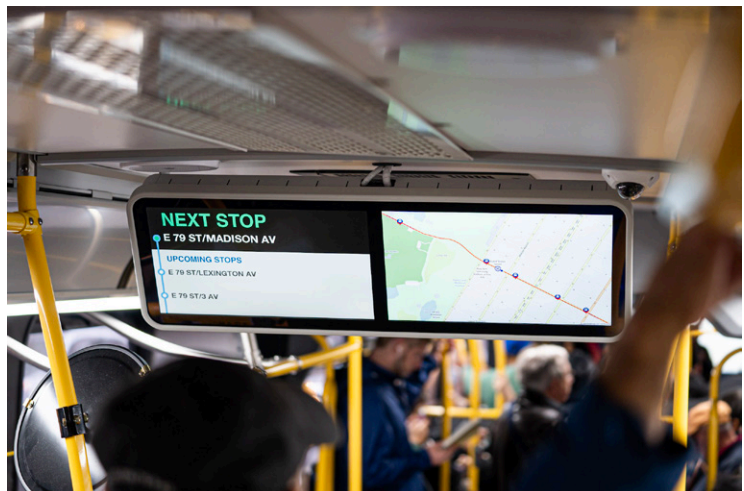
Quad Display

- Immerse your passengers in a multi-media experience using four 18.5" HD screen elements for two separate independent content channels. A 25° tilt angle for perfect readability. Suited for rail environment where displays are visible on both sides.

Single Display

- Provide the same display characteristics as the Twin and Quad units, but in a compact, single display for vehicles with limited space. A low power design saves on energy. Available as intelligent units with a built-in on-board computer.

Smart Display

- Minimize downtimes with fully self-diagnostic displays that recognize errors almost in real time and automatically reports issues to maintenance. MS-700 server integrated inside the display housing.