

## Benefits

- For the agency: an improved customer experience
- For the traveler: clear and compelling, media rich information in real-time
- For the city: fits your smart city initiatives, and creates advertising revenue opportunity

## Available Content

- Real-time transit maps
- Transit alerts and notifications
- Date and time
- Live stream of current news
- Local content and media
- Public service messaging/streams
- Airport and regional rail connecting services
- Weather forecasts

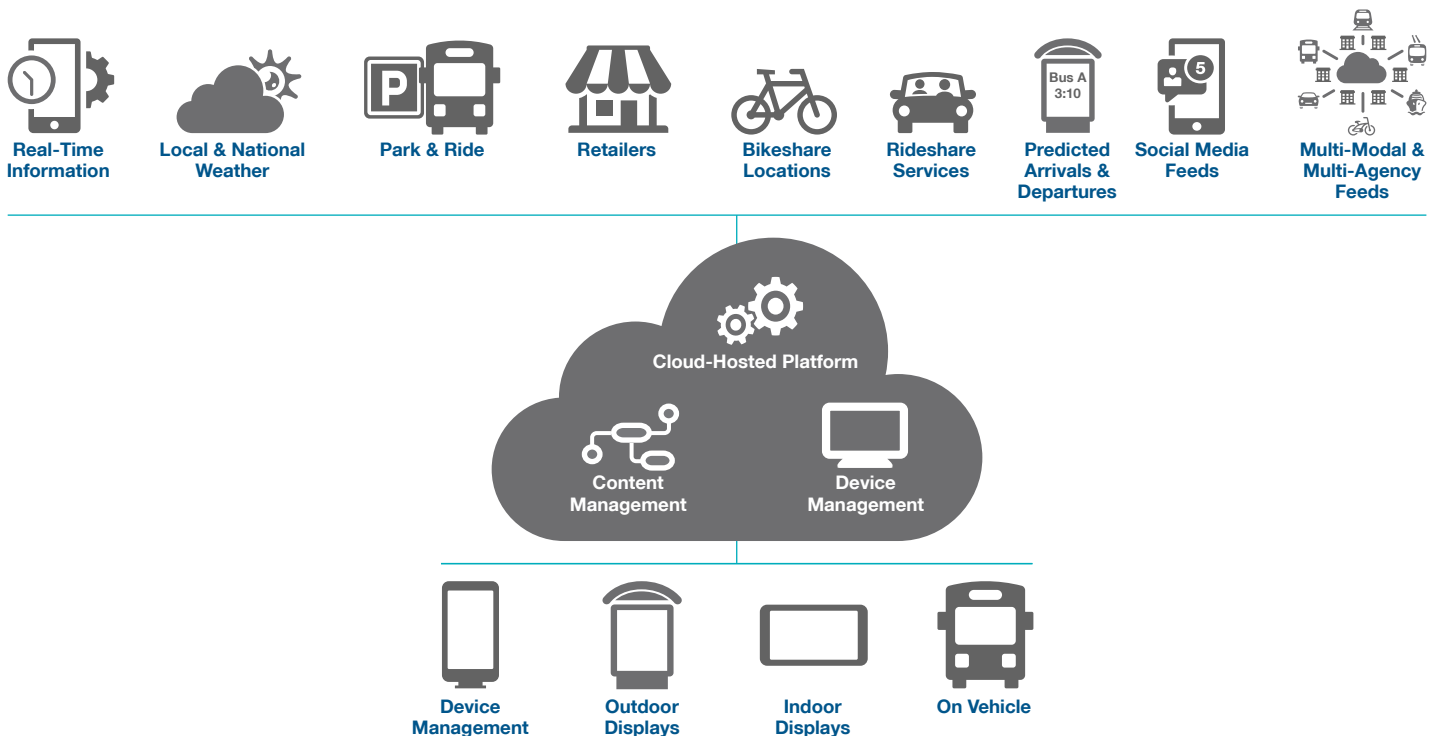
# Cubic Digital Signage CMS

## Your content management solution for transit displays.

Cubic's Digital Signage CMS is the fastest and most convenient way to give your patrons the information they need, when they need to know it. Whether it's the departure time of a connection, system wide alerts, your social media feeds, or just an outlook on the weather for the next couple of days, this timely and relevant information will help passengers move with ease and enjoyment, and keep them riding your systems. Airports, hotels, retailers, restaurants and many service outlets show the growing trend, and transit applications are ripe for this information mode.

Cubic, drawing on years of providing agencies and riders with the most up-to-date, useful and actionable information, has developed a service offering that is cloud-based, multi-modal and provides a citywide Content Management System (CMS) hosted and maintained by Cubic for displaying timely, relevant information to travelers.

The advantage of working with Cubic is that we can leverage our process and scale to work within existing contracts to add this new service, creating faster, less expensive and more streamlined delivery than other vendors can.



## What do some typical systems look like?

### *Hardware*

If you do not have existing display hardware, our LCDs are designed for indoor, outdoor or on-vehicle use – either in self-standing kiosks or for mounting in a customer's bus shelter or train station. We've tested and offer best-in-class displays for each unique transit space, and we will install the hardware that meets your size, ruggedness, power requirements and communication needs. We excel in outdoor spaces that range from direct sunlight high in the mountains, to hurricane protection along the coasts, to the difficult environments within transit vehicles. We also provide economical indoor displays and are developing simple, battery and solar powered solutions for simple stops.

### *Software*

The content is served-up by a robust back-end that already supports 1,000s of displays in the field today. This system streams everything from simple vehicle arrival predictions to complex system maps with predictive connection details. Using plug-ins applications that we've already created specifically for transit applications allows you to get up and running quickly, with minimal start-up costs. You also have the flexibility to create and develop new applications that can inform riders about your system in unique ways.

## How does the service work?

Whether you chose our designs, or develop your own, content is delivered into player hardware that is specified to run maintenance free, 24/7/365, for hundreds of thousands of hours. Data connections present the real-time information to riders on second by second basis, and the information is then displayed on screens that have been designed to be robust in their environments in a self-contained hardware system.

The back-end content and design tool is maintained in a cloud-hosted server, with built-in redundancy and guaranteed uptime. It immediately reports on issues with screen functionality if it arises so you can react before your ridership activates.

We also integrate with pre-existing relationships with entities such as advertising providers and other 3rd party sources of data. Their data services can be integrated onto the platform, allowing for a cohesive information channel while maintaining these existing relationships.

## How is content designed and managed?

Cubic provides a range of options, from turnkey subscription-based content design and management services, to access to our customized, self-managed design and administration site. With the latter, your on-staff content manager can choose from our design templates and can adjust the content to suit your communication needs.

All service options provide the ability for you to monitor and discover any issues with your displays, so adjustments or corrections can be made to ensure your ridership's satisfaction with the system.