



Content Management System

Your content management solution for transit displays.

In the age of information, public transit users rank among the top for reliance on real-time arrival and departure times for trip planning. Digital signage is the fastest and most cost effective delivery mode for travelers to have access to what they need to know and when.

Airports, hotels, retailers and other commercial or residential developments are a few examples where the trend is familiar – and supports the case for bringing this information model to transit.

Cubic – drawing on its NextBus RTPI expertise – has developed a service offering that comprises a cloud-based multi-modal, citywide services Content Management System (CMS) hosted and maintained by Cubic for displaying timely, relevant information to travelers.

The advantage of working with Cubic is that with our customers, we can leverage existing contracts to add this new service, creating faster, less expensive and more streamlined delivery than a new supplier can.

Benefits:

- For the agency, an improved customer experience
- For the traveler, less stress and more confidence in the system based on useful information
- For the city, this fits the growing trend of smart city initiatives, and creates advertising revenue

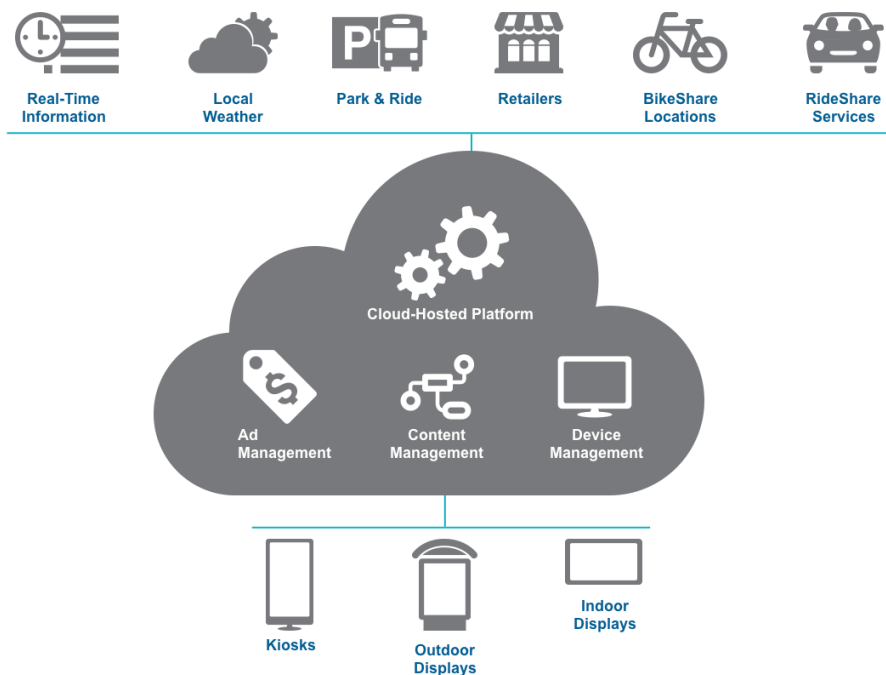
Available content:

- Arrival/departure times for local transit services
- Interactive transit maps
- Transit alerts and notifications
- Ride-Share service information
- Date, time and weather
- Live stream of current news



How does the service work?

Cubic merges all content selected by the customer onto a single platform and delivers it using a public cloud-hosted server. If the customer already has an existing relationship with an advertising provider, their services can be integrated onto the platform for a cohesive information channel while maintaining the revenue relationship with the agency.



What are the hardware and network configurations?

Our displays are designed for indoor or outdoor use – either in self-standing kiosks or for mounting in a customer’s bus shelter or train station. We use a custom-built LG LCD, and we can accommodate larger or smaller screens to best fit our customers’ space, with AC power required for the TV and media player. Ethernet connectivity is preferred since it is needed for any type of live streaming video feed, but again, we can accommodate customer preferences for Wi or cellular preferences.

How is content designed and managed?

Cubic provides customers with several design templates to choose from and will have designated screen sections the customer can update through an administrator site, allowing the content manager to monitor and update sections with changes to messages, alerts and advertising. The real-time arrival information is delivered through connected API feeds.