



D I G I T A L D I S P L A Y S

Screen time.

Utilize vibrant digital displays draw attention to the information your riders need most.

Digital displays

- ▶ Weatherproof enclosures
- ▶ Standard or customized display solutions available
- ▶ Add to vehicles, stations, parking lots, concourses, and more
- ▶ Full-color, video capable high definition LCD technology
- ▶ Easy integration with existing systems

Connect with passengers at every step in your journey by equipping stations and stops with digital display systems. These smart displays connect to your existing SPOT® messaging platform to instantly and conveniently update routes, schedules, arrival predictions, and critical traveler information.

Why incorporate digital display systems?

- ▶ 65 percent of the population are visual learners, which means information is best communicated and retained when presented through images
- ▶ Visual images transmit faster to the brain (on the order of 60,000 times faster) and are understood more quickly (by about 400 percent)
- ▶ Connect to the same GTFS information that powers your tracking websites and smartphone apps
- ▶ Digital displays improve aesthetic of a station and surrounding area encouraging engagement among riders and passersby
- ▶ Extend brand value and customer satisfaction
- ▶ Establish new relationships with area businesses, attractions, and media outlets—potentially realizing new revenue opportunities through paid advertising

Climb on board with the value leader in **complete** transit systems.

Call (719) 453-0250 or visit www.etatransit.com for more information.

