TripSpark
MOVING TOGETHER

Tripspark's MyRide Infotainment Technology

MyRide Infotainment will help your agency improve rider communication and engagement, through a digital signage solution that provides riders with the information they need, when they need it.

HOW CAN YOU IMPROVE RIDER EXPERIENCE?

MyRide Infotainment is a digital signage solution that allows agencies to better communicate with their riders. This is done through streaming real-time passenger information from TripSpark's fixed route software, Streets – combined with news, weather, advertising, social media, and more.

With increased passenger awareness features like real-time vehicle status and multiple travel options, MyRide Infotainment saves riders time, it simplifies their journeys, and it makes commuting more enjoyable.

Infotainment also presents an opportunity for a non-farebox revenue source for agencies via targeted and local advertising, and public service announcements. Additional advertising dollars can contribute to local match.

KEEP RIDERS IN THE LOOP, NO MATTER WHERE THEY ARE

MyRide Infotainment offers the ultimate experience in versatility. Integration with Streets Fixed Route ITS provides riders with the industry's most accurate route information, making sure that they always know where they are and where they're going. Infotainment's hardware and software capabilities are of the highest quality, with an unmatched range of digital display sizes, shapes and capabilities for transit property, community, and on-board signage. These displays can be vandal proofed where needed, have accessibility features that support ADA requirements, and are designed for all types of environmental factors. Enjoy having client touchpoints through all parts of the journey as display options include indoor and outdoor signage, stationary and mobile displays, touch screens, buttons, speakers and more.

Content Management
Allows agencies to organize the content they want their riders to see, and how they'll see it.

In-Vehicle (Mobile)
Includes any vehicle hardware.

Kiosk
Typically, floor mounted at a main terminal, departure bay, or highly trafficked stop.

Outdoor or Indoor Wall & Ceiling Mounts
Typically mounted at a main terminal, departure bay, or highly trafficked stop.

Off Grid / Solar
Off grid solar powered hardware is ideal where no power source exists.

Networking & Maintenance
With displays connected to the management platform, you'll enjoy one of three levels of service and maintenance options.

MyRide Infotainment can be displayed or mounted across the following channels:

CONTENT MANAGEMENT

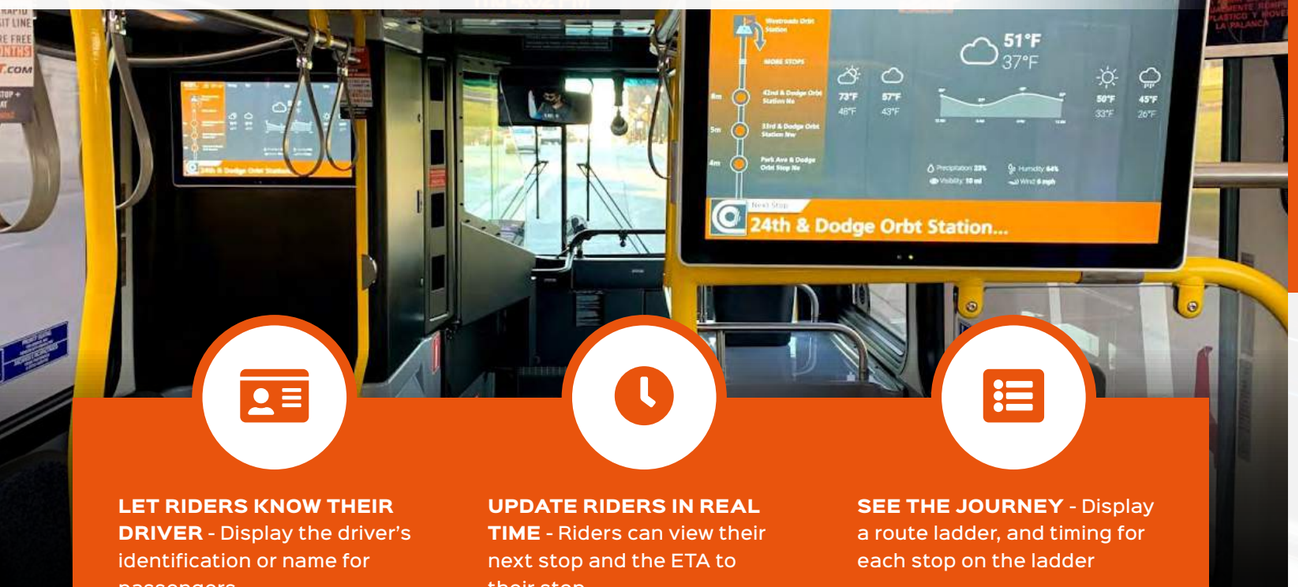
Our content management platform allows agencies to organize the content they want their riders to see, and how they'll see it. Allowing for dozens of layouts, with support for different types of content, agencies are able to communicate with their riders through showing them service alerts, agency notifications, the weather, news, advertisements, and much more.

KEEP RIDERS ENGAGED
- Change or swap out content being displayed on the fly, so riders always see something new

CONTENT THAT MEETS YOUR AGENCY'S NEEDS
- Play content that would appeal most to your riders, from news, agency alerts, trivia, weather, and more

MAINTAIN EVERYTHING FROM ONE CENTRAL LOCATION - All displays will be accessible in the content management platform and can be grouped, tracked, and managed from there

IN-VEHICLE (MOBILE)



LET RIDERS KNOW THEIR DRIVER - Display the driver's identification or name for passengers

UPDATE RIDERS IN REAL TIME - Riders can view their next stop and the ETA to their stop

SEE THE JOURNEY - Display a route ladder, and timing for each stop on the ladder

NO MORE PUTTING UP POSTERS ON BUSES – Display content digitally and share upcoming service changes, safety messages and other agency information ensuring that content is always fresh

RIDERS KNOW WHAT TO EXPECT AT A STOP - Show amenities at upcoming stops, like bike racks or parking options

NO MORE TRANSFER CONFUSION - Show connecting routes for upcoming stops

ALWAYS KEEP RIDERS IN THE LOOP - Features like trivia, social media feeds, weather, news, alerts, and advertisements, can be locally customized, as vehicles move from one area to the next, or even as the weather changes. This can help your agency cater to riders in various parts of your service area

Mobile displays are located inside buses to keep riders informed about their routes, to receive agency notices, or to receive other relevant information, like the weather or news. A standard mobile display is typically located behind the driver's seat. A second display can be positioned anywhere in the bus, but is typically next to the rear door. Ultrawide displays are usually mounted from the bus's ceiling near the entrance of the bus, and potentially ceiling-mounted near the back of the bus, if there are multiple displays. Plus, only one central mobile data terminal is required, when there are multiple displays. This ensures that riders always have access to accurate information, even in poor coverage areas. TripSpark can also work with your bus manufacturer to have the displays factory installed.

Mobile Bus Display - Standard

24" : 1080p HD Intelligent Display
- 700 NIT Brightness

27" : 4K Vertical UHD Intelligent Display
– 700 *NIT Brightness

Mobile Bus Display – Superwide

37" : 1920x540 ½ HD Intelligent Display
- 700 NIT Brightness

Mobile Bus Display – Ultrawide

28" : 1/3 HD Ultrawide Intelligent Display
- 500 NIT Brightness

48" : 3840x1080 1/3 **UHD Intelligent Display
- 1000 NIT Brightness

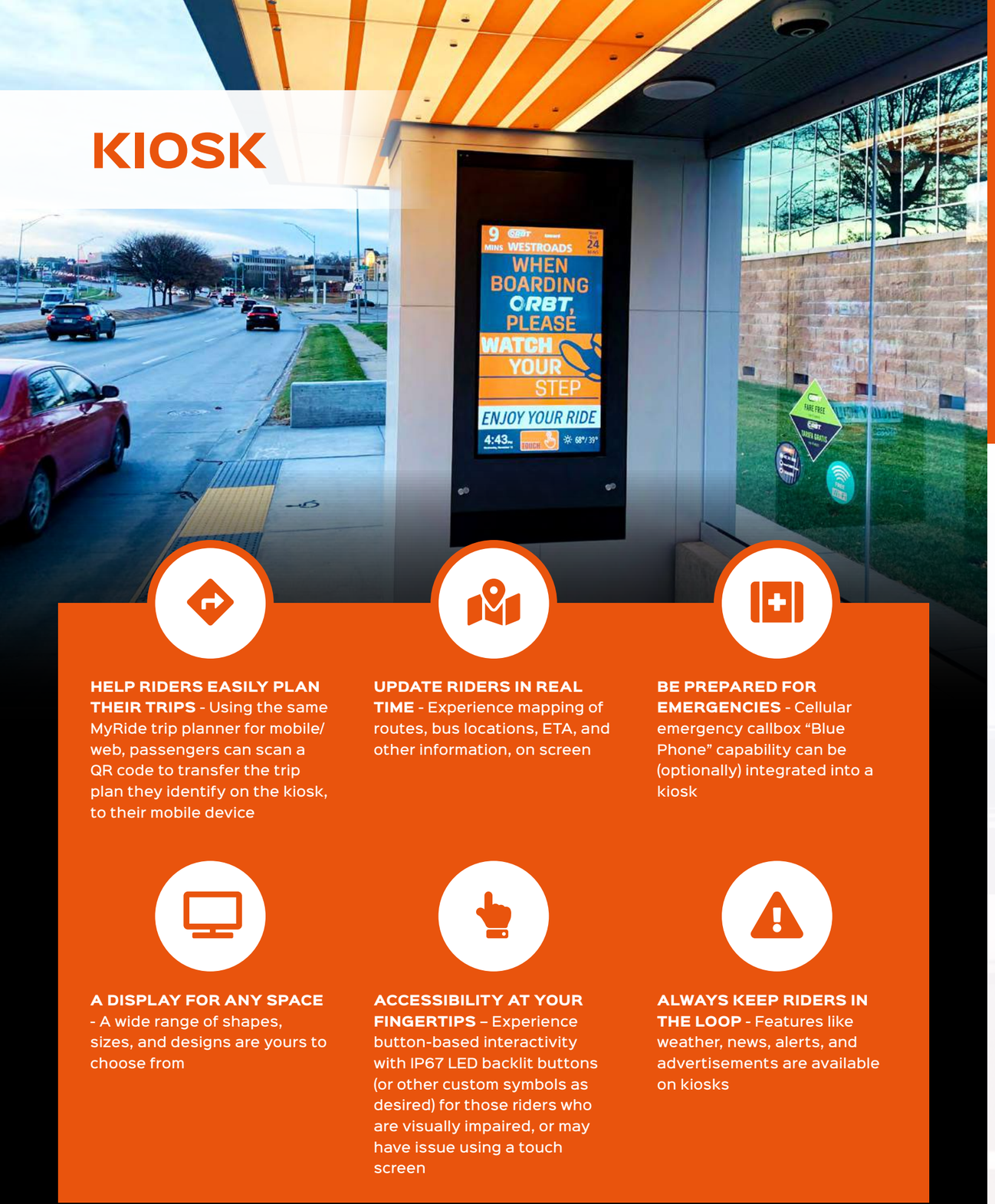
Mobile Controller

Mobile Quad Core Mobile Optimized Controller with HDMI/SDI Out and Integrated IoT-16 for 3rd Party Displays and AVA Applications – If using a 3rd party display, the status of the display itself cannot be monitored.

Most Popular: 23.7" is the most popular standard display. 37" is our most popular widescreen display.

** NIT – Unit of Measurement for Screen Brightness. **UHD – Ultra High Definition*

KIOSK



HELP RIDERS EASILY PLAN THEIR TRIPS - Using the same MyRide trip planner for mobile/ web, passengers can scan a QR code to transfer the trip plan they identify on the kiosk, to their mobile device

UPDATE RIDERS IN REAL TIME - Experience mapping of routes, bus locations, ETA, and other information, on screen

BE PREPARED FOR EMERGENCIES - Cellular emergency callbox “Blue Phone” capability can be (optionally) integrated into a kiosk

A DISPLAY FOR ANY SPACE - A wide range of shapes, sizes, and designs are yours to choose from

ACCESSIBILITY AT YOUR FINGERTIPS – Experience button-based interactivity with IP67 LED backlit buttons (or other custom symbols as desired) for those riders who are visually impaired, or may have issue using a touch screen

ALWAYS KEEP RIDERS IN THE LOOP - Features like weather, news, alerts, and advertisements are available on kiosks

As kiosks are prominent pieces of hardware, agencies position them in their terminals, or at highly trafficked stops, which can help riders plan their trips, or receive agency information. Single or double-sided kiosks help riders find route information or agency details. The Arc Center column and triangle kiosk are premium versions of standard floor kiosks. The Arc Center kiosk has a unique architectural look and feel. Triangle kiosks take up less walking space (a 2x2 footprint) and are used at bus stops and terminals, including bays. Triangle kiosks are positioned between bus lanes at terminals, so that one screen can face riders in each lane. The Triangle kiosk has a Full Matrix Color LED Display option on one side for viewing at a distance. An interactive LCD with a touch feature or buttons on the other side, is ideal for passengers in proximity, looking of information.

Floor Standing Kiosk – Single Sided

Versions: 43”, 49”, 55”

1080p Floor Standing Kiosk - Full Outdoor IP65 / OMC 2500 *NIT Brightness (touch optional)

Floor Standing Kiosk – Double Sided

Versions: 43”, 49”, 55”

1080p Dual Sided Floor Standing Kiosk - Full Outdoor IP65 / OMC 2500 NIT Brightness (Touch Optional)

Triangle Floor Standing

Versions: 39” Dual, 39” / P5 LED

LED Triangle Floor Standing Kiosk - Full Outdoor IP65 / OMC 2000 NIT

39” 2/3 HD LCD Dual Side or Single Side plus 1.5m x 50cm 5mm Pitch Full Matrix Color LED 5000 NIT

Arc Center Column

Versions: 32”, 55”

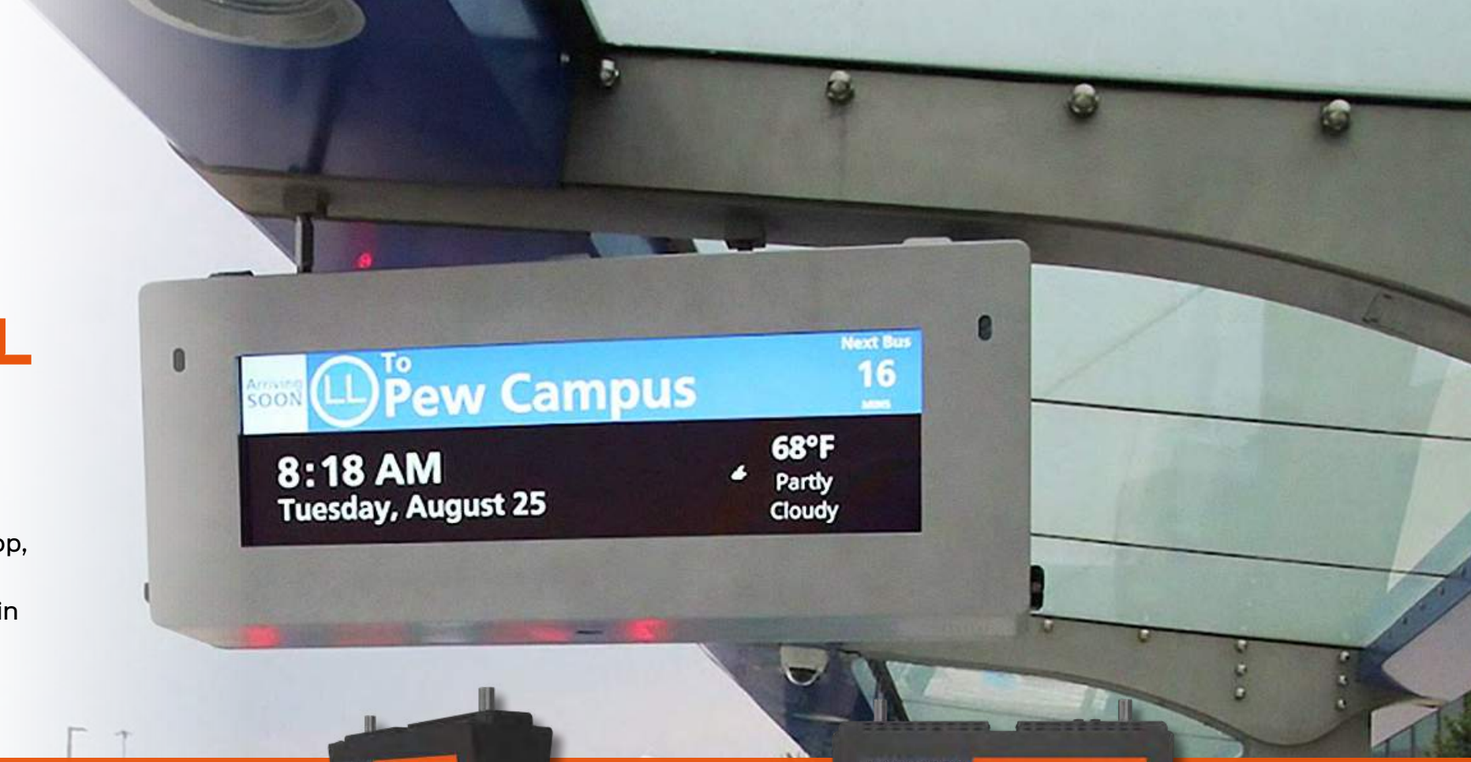
Standing Kiosk w/ Arc Center Column - Full Outdoor IP65 / OMC 2500 NIT (Touch Optional)

Most Popular: 39” Dual LCD Non-Touch Single Controller Kiosk Triangles.

**NIT – Unit of Measurement for Screen Brightness*

OUTDOOR OR INDOOR WALL & CEILING MOUNTS

Wall and ceiling mounted displays help riders determine when their buses will arrive, when their buses will leave, what buses are available at the terminal or stop, along with other notices from an agency. The wall and ceiling mount displays are used in terminals, as well as in powered bus stops. Ceiling displays are mounted in accordance with a building's height restrictions.



LET RIDERS KNOW WHICH BUSES SERVE THEIR STOP - Riders can view which buses serve their stop and a bus's estimated time of arrival

A DISPLAY FOR ANY SPACE - They come in many unique shapes and sizes

ALWAYS KEEP RIDERS IN THE LOOP - Like mobile, these displays can also display features like weather, news, alerts, and advertisements

Dual Side Ceiling Mount

Versions: 37" SW, 39" W, 43", 49" SW, 48" UW

Dual Side Ceiling - Full Outdoor IP65 / OMC 2500 NIT Brightness (37" / 49" – ½ HD, 39" – 2/3 HD , 43" – 1080p FHD, 48" – 1/3 HD)

Single Side Ceiling/Wall Widescreen

Versions: 29" SW, 37" SW, 39" W, 49" SW, 48" UW

Single Side Ceiling or Wall Mount - Full Outdoor IP65 / OMC (29" – ½ HD 1500 NIT, 37" / 49" – ½ HD 2500 NIT, 39" – 2/3 HD 2500 NIT, 48" – 1/3 HD – 1000 or 2000 NIT)

Outdoor Wall Mount

Versions: 32", 43", 49", 55", 65"

Full Outdoor IP65 / OMC 2500 NIT Brightness (Touch Optional)

Most Popular: 29" 37" Wall /Ceiling Mount.

**Notes to include at the bottom of the page* NIT – Unit of Measurement for Screen Brightness, FHD – Full High Definition*

OFF GRID / SOLAR

Off-grid displays are aimed at completing the loop of rider engagement, by providing riders with information at bus stops that are not connected to the power grid. E-Ink is typically used in warmer environments, as temperatures colder than -5C, often prevent displays from updating. Reflective LCD can be used in colder and hotter climates but require a larger solar panel and battery to achieve the same endurance. For this reason, Reflective LCD is best suited to shelter mounting.

One advantage of E-Ink is extremely clear readability under sunlight conditions, with the lowest possible power consumption. Reflective LCD's main advantages are a broader temperature range, full color display, support for video and animation content, smooth and fast animations, and changes.

SERVE BUS STOPS THAT OTHERWISE WOULD NOT BE REACHED – These are used at bus stops that are not connected to the power grid

TAKE THE GUESS WORK OUT OF BUS ARRIVALS - Inform riders of their bus stop arrival time estimates

COMMUNICATE WITH RIDERS IN REAL TIME - Alert riders of service changes, and other agency notifications

E-Ink

Version: 13”
E-Ink Low Power Kiosk with 50W Solar, 23AH Battery, 4G LTE

Reflective Glass

Version: 10”
Reflective LCD Low Power Outdoor display with integrated 4G LTE, 75W Solar, 46 AH Battery

Most Popular: E-Ink

NETWORKING AND SERVICE & MAINTENANCE

NETWORKING

There are multiple options for connecting displays to the internet, which will depend on the location of the display and what providers are available. Mobile displays can connect to a router shared with other mobile equipment, while kiosks or terminal displays can connect to WiFi if there is an already existing connection at the location. Through this everything can run on a single data plan.

LTE Internal Module

AT&T / T-Mobile

LTE External Module

AT&T / T-Mobile / VZW – Also can provide public WiFi or Internet to other devices via Ethernet or WiFi

SERVICE & MAINTENANCE

TripSpark offers a support plan that fits the need for every agency. The three levels of services are: 1) self-managed, 2) co-managed, and 3) fully managed. Most clients prefer co-managed services, as this option offers independence, with the security of our industry-leading expertise behind Infotainment technology.

Self-Managed Support / Base MP.TV CMS License

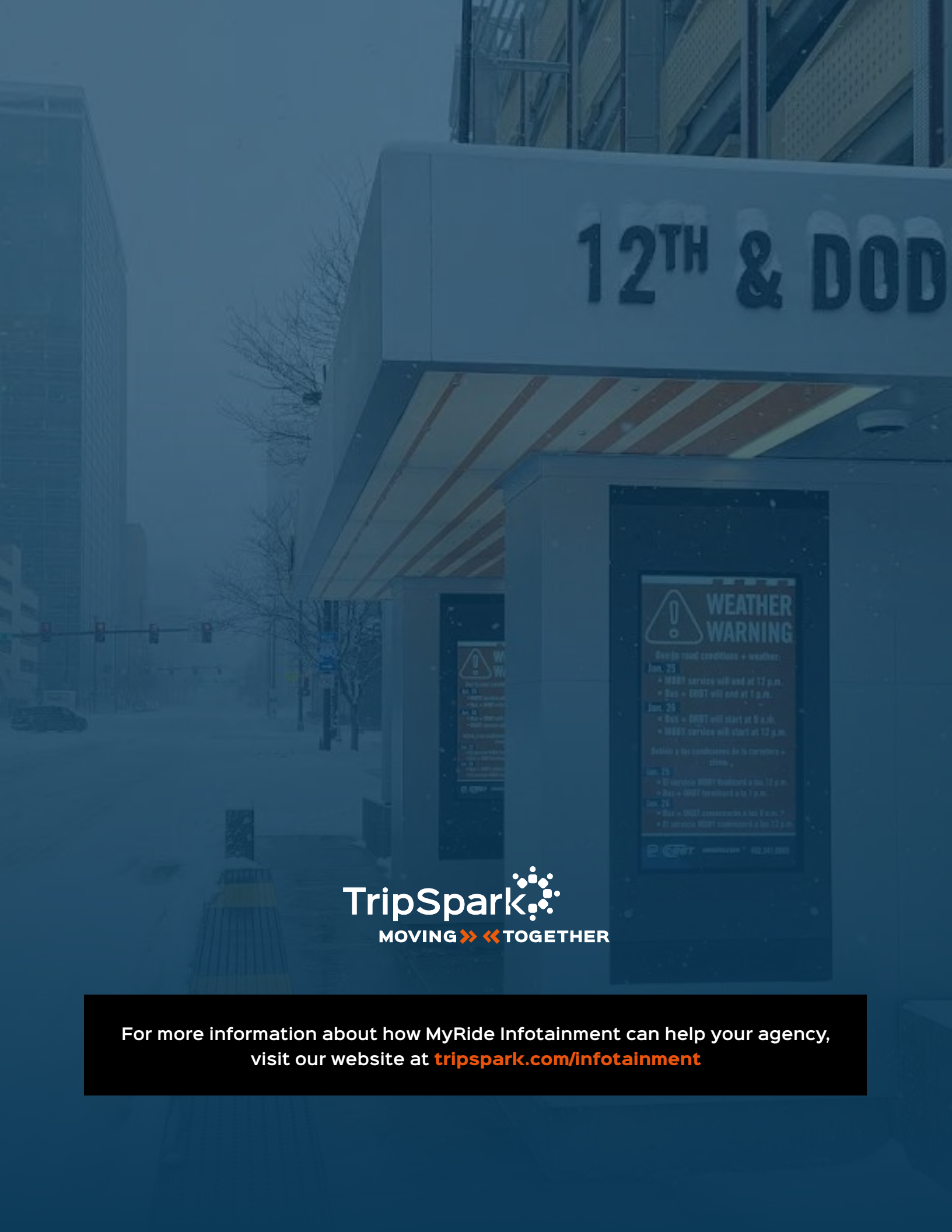
Agency manages all the content themselves, however there are 2 weeks of comanaged support per year, to help with times where the agency manager may be out of the office.

Co-Managed Support Annual Upgrade

You will have 10 tokens available for requests per month, per sign of content support.

Fully Managed Support Annual Upgrade

You will have unlimited tokens available for requests on infotainment hardware for the agency. You will have 10 tokens available per month per sign for Graphic Design / Video Design Services to create Signage Content for the Agency.



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For more information about how MyRide Infotainment can help your agency, visit our website at tripspark.com/infotainment