

Deliver better transit experiences.

Digital kiosks can help riders take control of their journey by providing access to information and services.

Challenges

Today's transit riders want convenient, transparent services and clear information throughout their journey—across all displays, signs, devices and modes of transportation. They also want to move seamlessly along routes regardless of their mode of travel, whether it's bus, train, ferry, bike, scooter or car.

Digital kiosks at transit hubs and busy stops can provide interactive wayfinding, schedules and messaging.

Solution

Digital kiosks can unify communications and content distribution throughout a transit system, helping authorities provide the information riders need, exactly where and when they need it.

Kiosks at transit hubs and busy stops can provide interactive and contextual wayfinding, schedules, messaging and alerts, while returning timely user and system performance data to transit authorities.

When placed outdoors, digital kiosks are designed to withstand extreme temperature ranges, vandalism, power washing, and other wear and tear. Plus, with embedded cameras and an array of environmental sensors, they can enable transit authorities to monitor surrounding areas to help improve rider safety and awareness, as well as system performance.

When you have dynamic displays broadcasting near real-time messages, you're ready to engage riders and create advertising revenue.

Provide unique value to both riders and advertisers.

With the tools to create and publish information in near real time, transit authority staff can provide up-to-date schedules and rapidly push out alerts in the event of an emergency or service issue. They can also deliver local weather, news and event information, so riders can make better-informed decisions about their commute.

Digital kiosks can also boost revenue for transit organizations by providing a powerful platform for advertisers. A network of digital kiosks across a transit system could connect brands with large audiences and enable unique, interactive engagement.

Learn more:

For more information about how digital kiosks and displays can help improve how people travel through your city and help fund transit systems, visit verizonenterprise.com/digitalkiosk or contact your Verizon business specialist. Please note: Verizon will refer any kiosk opportunity to a partner.

