

## Outdoor Media – Digital Cycle Counters



### DSi.Cycle

Real Time Digital Cycle Counting and Live Information

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The DSi.Cycle is a loop based cycle counting system with integral High Brightness Stretched LCD display.

DSi.Cycle is a unique way of instantly collecting and delivering statistics to catalogue and promote the number of cyclists in any given location.

As with all DSi solutions the DSi.Cycle is an element of our digital signage network that combines the capture and delivery of Real Time Cycle Information (RTCI), with local information, weather reports and even revenue generating digital advertising. The DSi.Cycle is fully IP65 rated and comes complete with single or dual 38" high definition, high brightness Stretched LCD panels.

The DSi.Cycle can be deployed almost anywhere where you feel a need to track the flow of cycle activity. The information gathered will be displayed on the 38" Stretched Screen, uploaded to your central DSi database and will also be recorded locally for later analysis if required.

The 38" panels are driven by our core DSi network and will deliver high quality live Real Time Information as well as high definition content, digital communications and of course public messaging and emergency alerts if the need should arise.

With the addition of our DSi.Blue module the public will be able to download content directly from the DSi.Pod on demand straight to their mobile phones such as maps, cycle routes and promotions.

DSi.Cycle offers real time cycle information, images, videos and interaction.

## Features

- Digital daily & weekly counter
- Weather forecasts
- News flashes
- Local RSS feeds
- Digital Clock
- Government messaging
- Emergency warnings
- Bespoke screen design
- Transferable
- Advertising



## Benefits

- Promote green transport
- Increase public awareness
- Reduce congestion
- Cycle counter data broadcasting
- Encourage fitness and health
- Improve government messaging
- Highly accurate
- Radically reduces man hours for collecting data

