



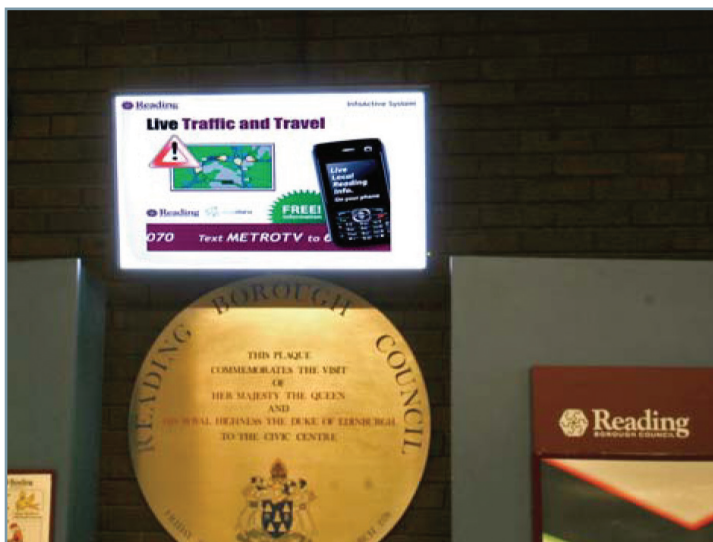
## A Dedicated Solution to Increase Public Transport Awareness

Reading Borough Council identified a need to deliver local up to the minute travel information to the public. Including regional traffic flow, live local bus and train information, whilst also having the potential to display “what’s on” events and focused advertising.

In 2007 (Xxiant Labs now Zing Digital Media) teamed up with Reading Borough Council to develop the “DSi” information system. A system which leverages the possibilities of the internet to provide fast-acting, highly functional displays capable of showing any kind of information from simple images to streamed video.

“DSi” also links to external websites, whilst providing facilities to display scrolling text and real-time traffic information from the Traffic control centre.

Each display screen has its own independent Media Player which receives live updates (travel, bus locations) from a dedicated Media Server.



### Features:

- Fully managed digital content from anywhere
- Advertising campaigns scheduling and management
- Deliver rich media including Video, Flash, Audio, RSS and images
- Centralised server controlling your digital distribution
- Combined hardware and software solution
- Robust technology for trusted continuous operation and fast delivery
- Modular infrastructure - ad as many displays as you want
- Easy to manage web interface
- Easy content scheduling
- Display grouping
- Display live information - news, weather, travel, emergency statements etc
- Integral system status monitoring



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### Interview with Marc Allen, Traffic ITS Manager

“Reading Borough Council’s UTMC system works to promote the interest of the traveling public. The Traffic Control Centre co-ordinates public transport through partnership initiatives. The aim of UTMC is to deliver a fully integrated public transport information service in various ways.

Reading Borough Council partnered with Zing Digital Media as they showed a genuine interest in the UTMC System and the objectives of the council. The “DSi” system is tailored to UTMC requirements used within the traffic industry.

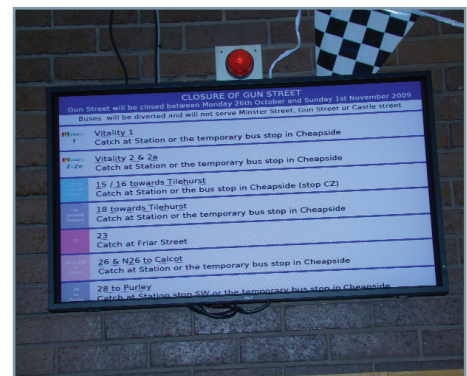
Xiant Labs were able to take the council’s transport objectives and translate them into a product that was both user and controller friendly. Working with Zing Digital media developing the DSi system to provide Real-Time travel information linked with revenue generating adverts to the actual look and feel of the product, was a great experience.

The system is easy to operate with a simple interface and helps to improve public transport awareness. I believe this is the future of digital signage. The council can quickly add or revise the content at the click of a few buttons.”

“The system is easy to operate with a simple interface and actively helps improve public transport awareness.

I believe this is the future of digital signage”

**Marc Allen, Traffic ITS  
Manager - 2008**



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