



# Why Not Have an On-Board Info Display System That Combines Brains and Beauty?

Imagine you could combine Real Time Route Information and Service Alerting with GPS Aware Advertising Services? Now imagine you could do it without needing an I.T. or Graphic Design Expert. Imagine no more, now you can with MessagePoint.TV

## Repeat after us... No More Stale Boring Signage!

Message Point Media provides transportation agencies with leading edge passenger information solutions that let them leverage the latest visual communication technologies to reach their audiences, and get their messages heard and retained. Our fully managed services include everything you need to be successful. From Powerful Proven Equipment to Leading Edge Cloud Based Software, we have your infrastructure needs covered. We don't stop there though... Our service includes full content management and the services of a professional graphic and video design team for the life of the contract. That way your service can always showcase your brand and wow your riders. You bring the messages, we take care of everything else you need to make your communication network succeed.



### Route Info

Animated Visuals, Maps, & Landmark Photos bring your Route Information to Life and connect riders with the community around your stops



### Service Alerting

Deliver Route-Aware Alerts to riders via animated visual alerts AND Text to Speech Audio with Built In Automatic Translation Multi-Lingual Capability



### Advertising

GPS Aware Content Management means you can promote services or businesses to your riders when and where they are most likely to connect



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# TransitPoint On-Vehicle Services



## SERVICE OUTLINE

When it comes to deploying On-Vehicle Services, it is natural to focus on the technology behind the service, and we've got that part well covered. Our systems are designed using next generation hybrid cloud architecture and smart reliable integrated controllers with technology drawn from the latest advances in mobile computing.

With that covered though, the real challenge with any digital signage or private television network is keeping it functioning at its best and fed with compelling content. This is where projects too often fall apart over time. But, not with TransitPoint! We go beyond just selling and installing the system. We stay involved at whatever level you require to be your partner in successfully operating the system. Whether you simply need an experienced backup to your own team, or you want a fully managed system including content creation, monitoring and content/advertising management, we have you covered.

## SERVICE LEVELS



### Platform & Base Support

Got a great team in place and just want access to the full Transit Point Platform and priority access to our team for support on an on-demand basis? This is the service level for you. Even with this level, you can still access all our team's resources to back up your team if you need it!



### Co-Managed Service

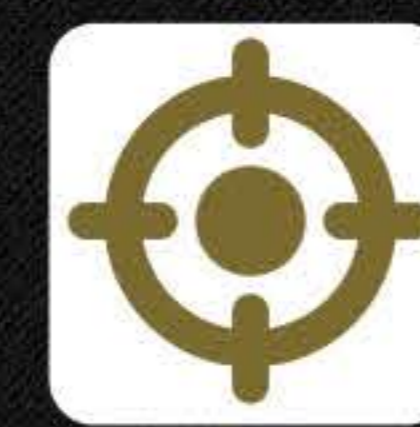
Got your content needs met, but don't want to have to maintain the I.T. resources to monitor and manage your network? With Co-Managed Services MPM takes full responsibility for pro-actively monitoring and managing your network. In addition, you get access to a monthly budget of content adds, moves, and changes on your network.



### Fully Managed Service

If you want a world-class digital signage and information network without any of the headaches, this is the level for you. We take care of everything in the Co-Managed level and add a monthly bundle of content creation services to handle all your images, animation, and video content needs to keep your network fresh and relevant. Don't worry though, we don't believe in locking you out of your own network. So, your authorized team members will have full access to your own systems, they just won't have to utilize it for your network to run on a day to day basis.

## FEATURES



### LOCATION AWARE CONTENT

With Location Awareness capability content can be played when a vehicle enters or leaves a given geofence. Also content can be dynamically added or removed from playlists within a given area allowing for route aware alerts, information, or advertising content.



### MULTI-ITS VENDOR SUPPORT

GTFS, GTFS Real Time, SIRI, Avail MyStop, and more... TransitPoint Services integrate with your existing systems over any standard API so you don't have to be locked into a single solution for your passenger information displays.



### CONTENT CREATION AND MANAGEMENT

Message Point doesn't just sell and install systems and walk away. We provide the support you need to keep the systems running and stocked with fresh content that your agency can be proud of. If you have a strong existing design team, no worries, we can simply provide backup or niche capabilities. You don't have to use us, but we are always there when you do.

