Image Credit: Intersection

Home to more than 9.6 million southern California residents, the LA Metro rail system ridership exceeded 1 million passengers in 2018 across its 1400 square-mile service area.

SOLUTION OVERVIEW

Interactive kiosks deliver wayfinding, events schedules, feature artwork at avant-garde mixed use development, Miami Design District.

TECHNOLOGY PARTNERS

LG-MRI - BoldVu® Kiosk
Intersection - Content Management and Interactivity Software
Intel - Compute Platform

COMPONENT DETAILS

LG-MRI
BoldVu® 55" | BV1455PD
Dual-Sided Touchscreen Kiosk
3500 Nit Daytime Luminance
10-Year Performance

Intersection
IxNConnect Software Platform
Transit Information
Content Scheduling
IxNTouch Software Platform
Route Planning and Interactivity

Intel
Intel® NUC Board
Intel® Core™ i7-7700T Processor

LA METRO MODERNIZES TRANSIT SIGNAGE SYSTEM

The LA Metro rail system experiences ridership in excess of 1 million passengers per year. With the mission to provide a world-class, modern transportation system that enhances quality of life for the people of LA County, LA Metro looked to Intersection for innovative solutions.

Intersection proposed a revamp of existing signage across 93 Blue Line rail stations that would make navigating the rail system faster and easier. However, working in a major transportation system is a complex process consisting of extensive site surveying, permitting, and approval processes. Gaining sufficient access to necessary infrastructure, including power and a means of connectivity, required careful thought and planning. This complex deployment was handled with great care and efficiency by Intersection. Ultimately, a mix of single and double-sided 55" touchscreen kiosks were deployed on train platforms and the entire project is funded by media sponsorships and advertising, with zero monetary reliance on rider fares or taxpayers.

DELIVERING A POWERFUL AND FEATURE-RICH TRANSIT KIOSK

Maintaining a signage network that provides real-time arrival and departure information across more than 90 stations is no small feat. In addition to the need for software to be tied to various transit system applications and automatically provide accurate train information, was the need for the kiosk hardware the be capable of operating under LA's endless sunshine and blistering heat. The solution came together with the following contributors:

LG-MRI is known for high-performance outdoor digital signage solutions. They provided their 3500 nit BoldVu® kiosk with 10-year warranty, which proved the most suited signage hardware for LA Metro's transit kiosks.

Intersection created the on-screen experience that ties in real-time transit information, schedule changes, and alerts. Their content management and interactivity platforms, IxNConnect and IxNTouch, put simple to use tools and information in the hands of riders and LA Metro stakeholders.

Intel is the backbone of the compute infrastructure powering the intelligence derived from the BoldVu® Kiosk. All media and interactivity is processed, stored, and accessed via Intel compute resources housed within the kiosk.

DELIVERING WHAT RIDERS WANT AND EXPECT

As riders step on to the train platform they trust that the kiosks are providing accurate information at all times of the day. Sheila Kuehl, LA County Supervisor and Metro Board Chair stated, "The new system will finally bring train arrival times to digital screens at each Blue Line station and make it much easier for you to make your destinations throughout the expansive Metro Rail system."

Phillip Washington, Metro CEO added, "We are moving toward customised information delivered in real-time to riders in the way they want and expect." The sense of certainty granted by the ability to see how far out a train is with just a quick glance creates immeasurable impact on casual riders and daily commuters alike.

INTELLIGENT DESIGN DRIVES DESIRED OUTCOMES

Intersection's IxNTouch platform is an all-in-one, web-based mapping, content management, and data insights platform for interactive signage. At LA Metro the experience consists of three main interfaces: home screen, line status, and map.

Home Screen: the home screen is made of three sections: arrival information, an ad container, and primary navigation. The arrivals and ad containers are dynamically updated pulling real time information from the transit system and ad server.

Line Status: tapping on any scheduled arrival or departure will provide additional information about the line status, including delays, closures, or other alerts.

Map: a line and station map allows for simple swipe and tap gestures for diving into further information about the a line or station. A future release will allow for route planning.

The primary objective of the transit kiosks is to become a trusted source of contextually relevant information. Every kiosk at every station and platform is showing information that means something to that specific location, at that particular moment in time. With more than 30,000 user interactions per month across the Blue Line kiosks, LA Metro is more than satisfied with the value that the transit kiosks bring to their system and riders.

An arrival and departure information zone remains persistent at the top of the display while advertisements occupy the center of the screen. This sponsored content funds the deployment and operation of the transit kiosks.

Riders can interact with the touchscreen kiosk to view the rail map and browse station information for announcements and service alerts.

PHILLIP A. WASHINGTON, LA METRO CEO
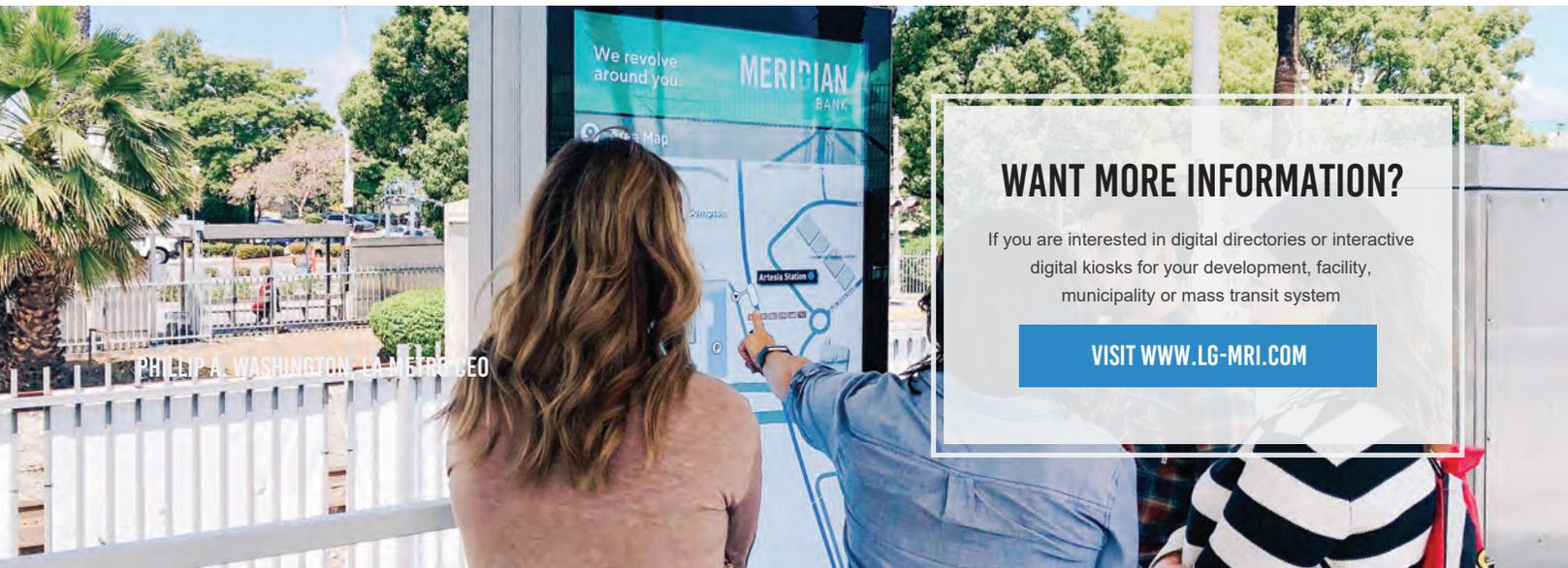
WANT MORE INFORMATION?

If you are interested in digital directories or interactive digital kiosks for your development, facility, municipality or mass transit system

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