data INFOMOBILITY
Electronic Signage Systems

DataINFOMOBILITY is a division of DataMED s.r.l.

Via A. Grandi, 4/6 20068 PESCHIERA BORROMEO (MI) – Italy

Tel: (+39) 02 9532.7090, Fax: (+39) 02 9532.7089

Web: www.datainfomobility.com Email: info@datainfomobility.com

Environmentally Friendly Display Technology Powered by Solar Energy

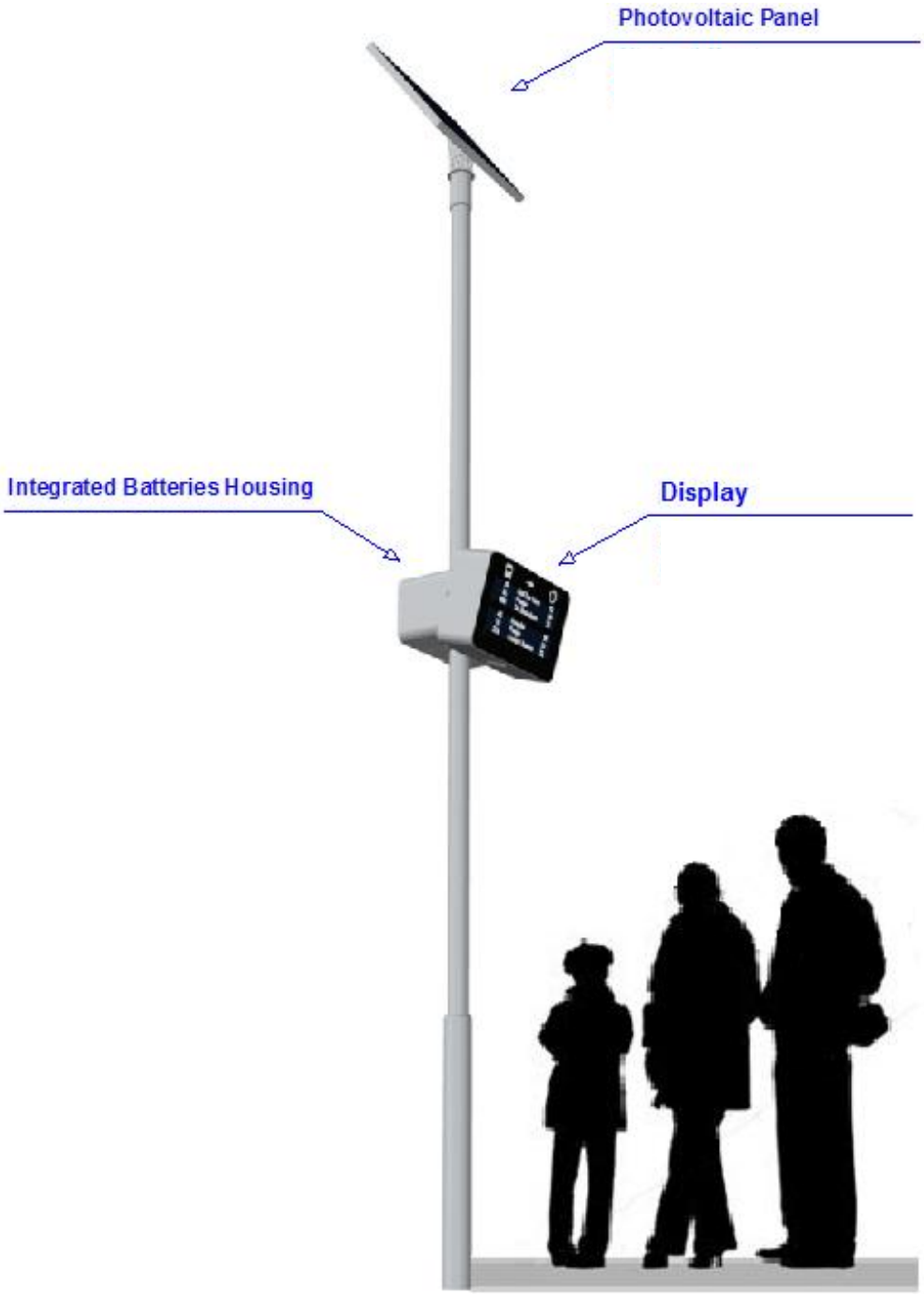
DataMED S.r.l., an **Italian engineering company** with an established international experience, has developed an **innovative system for the display of information at bus stops**.

Energy austerity is influencing every facet of infrastructure asset management. There is a growing market for off-grid clean energy systems for environmentally-friendly, smart cities around the world.

DataMED s.r.l. DataINFOMBILITY division is devoted to **quality**, **innovative solutions** and **environmental protection**.

We have developed a **solar powered digital display system** for bus stops for the visualization of:

- Public Transport Information,
- Local Events,
- Tourist Information,
- Advertising, and
- Weather/Environmental Data.



The **high resolution** allows for the display of images, pictograms and logos.

Our digital displays systems offer **easy and fast installation**, **long-lasting**, **low-maintenance reliable technology**.

The system is highly reliable, each panel **individually tested** and certified to last for a long time in extreme environmental conditions (from -25°C to +80°C). Moreover, the system is developed to ensure the best protection against vandalism.

Data is communicated to the system through a **smart embedded wireless module with networking capability**.

It supports the Open AT Application Framework, the world's most comprehensive cellular development environment that allows embedded standard ANSI C applications to be natively executed directly on the embedded module. The communication between the server and system is based on HTTP protocol.

Optional additional features that can be added to the system include:

- humidity and **air-quality sensors**;
- advanced **audio functions**;
- **Wi-Fi hotspot**.

The system is **fully customizable** in terms of design and control software. It could be installed, for instance, in a shelter or to a pole and the information can be visualized as per the client's request.

Our system is a **simple** and **fast** way to allow users to know, in real time, when the next bus arrives and to read any other message that is uploaded into the system.

Each bus stop sign can be uniquely configured to display different information from the other bus stops.

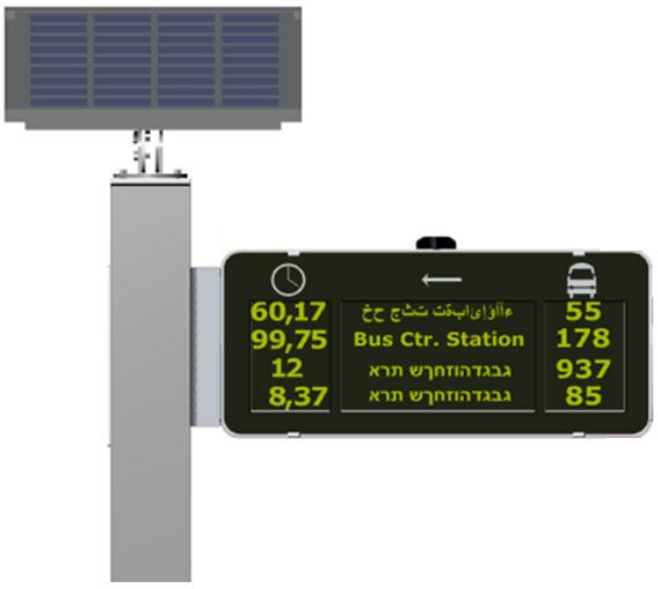
We have developed two sign systems variations:

1. **LookUp**$^{\textbf{Milano}}$ system operates with a *Bistable Cholesteric Technology*, which does not require any power except for changing the image displayed. No polarizer or backlight is needed, in order to improve **readability in sunlight**.
2. **LookUp**$^{\textbf{Bruxelles}}$ system is based on *Transflective FSTN* display technology, which does not require any backlight when the display is exposed to daylight, becoming brilliant and with a very high readability. At night or in cloudy conditions a high-efficiency backlight is automatically adjusted by an environmental light sensor, thus ensuring the maximum performance in terms of **energy efficiency** and **readability**.

In both cases, the displays are **plug-in devices**: once connected to a photovoltaic panel they are ready to work.

Advantages and innovations of our bus stop digital systems are:

- **Reduced installation time**: no digging is necessary, since the system is solar powered and does not need to be connected to the electrical grid;
- **High quality** and reliable technology, which translates into a long-lasting product;
- Virtually **maintenance-free**;
- **Environmentally-friendly**, energy-saving system: no source of energy needed besides solar power;
- **Modular design** principle;
- **Fully customizable** information layout and system configuration, with optional additional features, such as air quality sensors, advanced audio system, Wi-Fi hotspot;
- **No light pollution**;
- **High resolution** fully sunlight-readable display for showing images, pictograms and logos;
- **Multi language**, wide viewing angle display (nearly 180°);
- **Vocal Announcements**: an integrated speaker designed for the access to information to visually impaired users;
- **Battery autonomy** without sunlight: up to **29 days**;
- **International Protection Grade**: IP54



Technical specifications:

<u>Operating temperature range</u>	
Storage:	-40°C/80°C
Operating:	-25°C/80°C
<u>Mechanical</u>	
Housing protection:	IP54
Glass:	Antireflective security glass
Antivandalic:	Vandalism proof
<u>Energy</u>	
Battery:	12V - 18Ah
Working days w/o sun:	up to 29
<u>Communication</u>	
Wireless:	GPRS, UMTS, LTE

DataINFOMOBILITY is now looking for **business partners**, private or public, of the traffic/infrastructure sector, for **sales or subcontracting agreements** for the implementation of this innovative system in cities around the world.

Type of partner sought:

- Private or public businesses in the **infrastructure/transportation sector;**
- Operators of **public buses and transport systems.**

Tasks to be performed by the partners sought:

- Work with us to incorporate the systems we offer into their own devices and services, or integrate the systems in their desired application.
- We will also consider talking to technical partners regarding cooperation and adaptation to local markets.

Installation in TelAviv (Israel)

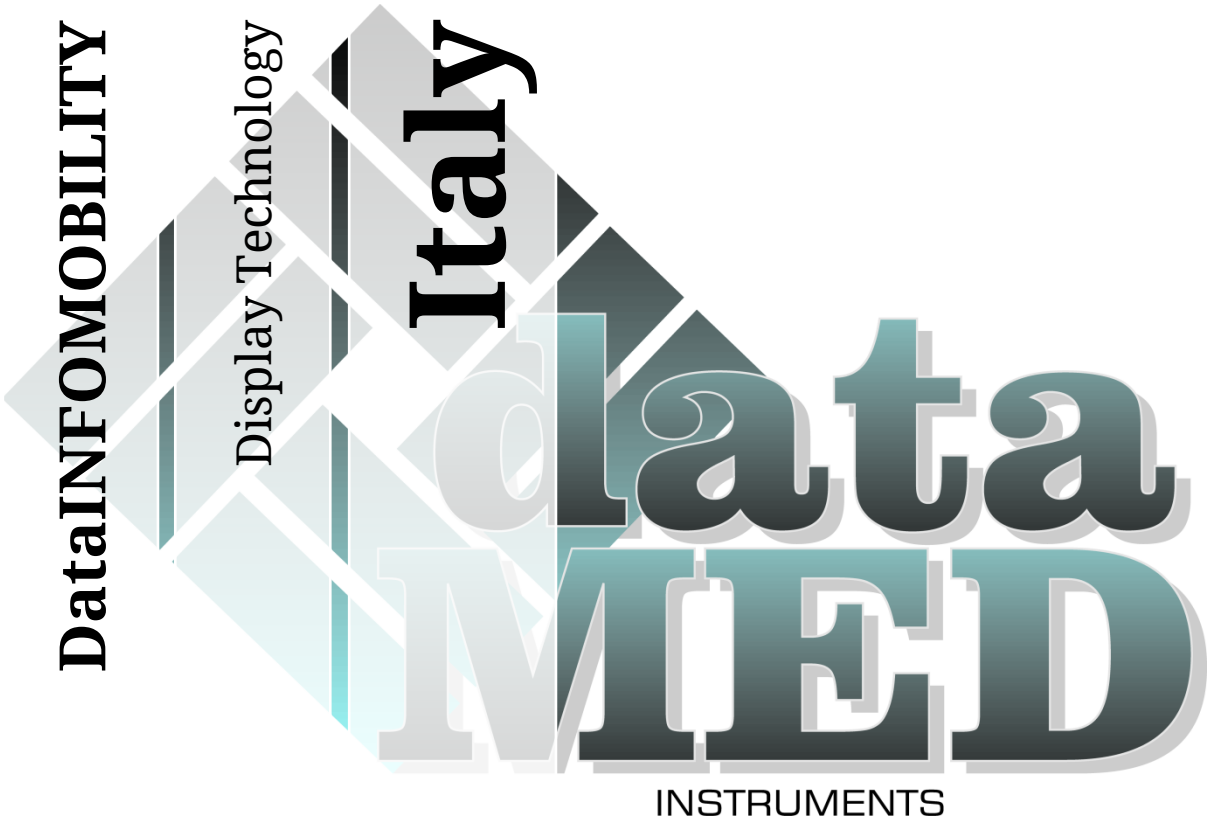
Installation in Israel

Digital displays with real-time bus arrival information are proven to **increment the use of public transportation,** and thus **reduce the usage of cars.**

The system has already been successfully **installed in major cities in Europe and Israel**:

Country	City
Italy:	Milan, Siena, Lecce, Como, Lecco
Israel:	TelAviv, Jerusalem
Poland:	Warsaw
Belgium:	Bruxelles

DataINFOMOBILITY systems international installations



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