

I.C.G. Provides Greyhound Lines Terminal Digital Bus Schedule Displays

Client Summary:

Greyhound Lines, Inc., an intercity common carrier of passengers by bus serving over 3,700 destinations in the United States, Canada and Mexico, rolled out digital displays for their commuter bus schedules. With millions of passengers coming and going each day, Greyhound travelers need to have quick and easy access to all departure and arrival information to ensure timely updates. Greyhound, through a partnership with I.C.G. launched the first combination of wireless digital media LCD displays inside their terminal in Dallas, TX. Additional Greyhound terminal deployments are scheduled throughout 2011.



As a leader in digital media solutions, I.C.G. created passenger information displays featuring Greyhound's arrival and departure schedule. I.C.G. has developed appealing solutions that allow Greyhound to present real-time transportation information, including ticket info, bus departure and arrival, and a TV media platform customized to fit the communication needs of the station. By creatively combining transportation information, real-time feeds, localized community information, and video entertainment, Greyhound delivers visually compelling content to engage and enhance the traveler's experience.

Wireless Interactive Digital Media solutions are relevant for Greyhound and the transportation industry as a whole. Airports, train stations, bus stops, ferries, etc. Compared to traditional printed signage, digital media is proven to effectively gain travelers' attention while offering a cost effective and practical marketing platform for advertisers in public areas.

Project Objectives:

With the help of Internet Connectivity Group, Inc., Greyhound's goal to convey updated and in real-time bus schedules and destination information to travelers has become a reality.

The overall business goal was to install a fully integrated, efficient and effective network capable of delivering constant communication from travel information to advertising opportunities. Additionally, Greyhound's desire to convey relevant and updated information to their passengers while they wait in the terminal is crucial. The importance of displaying different messages in unique areas meant Greyhound needed a provider of digital media capable of delivering a scalable offering at an affordable price, with minimal to no impact to on-going business operations.



Greyhound
 CBS NEWS Top Headlines
 Thousands Conned in Fake Health Insurance Scams
 Headline News
 EXTRA
 Unlicensed Groups with Official-Sounding Names Use the Hard-Sell and Infomercials to Target Unemployed and Middle-Aged

CURRENT CONDITIONS
 Los Angeles Downtown / USC, CA
76°F
 FAIR (20%)
 08/26/10 07:30PM (EDT)

FINAL SCORE
 Gonzaga Bulldogs 66
 Marquette Golden Eagles 63
 11/23/10 07:45PM (EST)

FINAL SCORE
 Tennessee-Mart Skyhawks 80
 Memphis Tigers 102
 11/23/10 08:00PM (EST)

FINAL SCORE
 Gonzaga Bulldogs 66
 Marquette Golden Eagles 63
 11/23/10 07:45PM (EST)

NBA NFL NHL NCAA Football NCAA Basketball CBS SPORTS

Utilizing I.C.G.'s digital media solutions (ICstat™ and ICMedia™), still imagery, and engaging content, is displayed next to transportation schedules on two 1x2 customized digital LCD displays. ICstats™ eliminates the costly expense of print advertising and board maintenance, enabling the Greyhound organization to provide real-time travel information in their waiting area.

I.C.G.'s digital media products were ideal for this project as they can be placed throughout the terminal to ensure maximum visibility and can be updated continuously to ensure all information is consistent and up to date.

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Solution Deployment:

I.C.G. responded to Greyhound's requests with a fully integrated solution composed of its ICMedia™ content and content management software. Installations included two 1x2 42" LCD display panels, displaying arrival and departure schedules, wrapped with Greyhound's promotional content, weather, news, and entertainment updates.

I.C.G.'s television media platform (ICGtv™) provide Greyhound passengers short form media entertainment, real-time news, sports, finance updates, while simultaneously using it as a profit center to sell advertising, sponsorship, promote events, and educate customers of additional Greyhound services. An additional screen displays real-time bus schedule status as well as weather updates to their destinations.

Arrivals				Time 1:15
Bus	From	Gate	Scheduled	Arrival Status
604	Los Angeles, CA	5	11:30	Arrived
604	Miami, FL	5	11:30	Arrived
604	Albuquerque, NM	5	11:30	Arrived
604	Lake of the Ozarks MO	5	11:30	Arrived
4	Hanford-Corcoran CA	4	1:30	Arrived
686	Zanesville/Cambridge, OH	2	2:00	Arrived
686	Cumberland Valley, PA	2	2:00	Arrived
215	Rapid City/West, SD	6	3:30	Arrived
215	Appleton/Oshkosh, WI	6	3:30	Early
216	Zanesville/Cambridge, OH	7	4:00	On Time
216	Cumberland Valley, PA	8	4:30	On Time
280	Rapid City/West, SD	8	5:00	Delay
280	Appleton/Oshkosh, WI	8	5:30	Delay
645	Albuquerque, NM	9	6:00	Delay

Utilizing ICstats™, I.C.G. provides Greyhound a user interface facilitating back-end operation. Due to the number of diverse commuters in Dallas, TX it is important for Greyhound to display information in multiple languages. I.C.G. was able to address this concern providing Greyhound a bilingual custom web interface. Travel information, descriptions, and languages can be changed quickly and easily for multiple locations through a single Web GUI. ICstats™ features arrival and departure schedules in multiple languages (*Spanish and English*), status (*late or on time*), current weather, bus numbers and any

additional information can be displayed and updated. All of this information can be later edited if there are any changes, such as a gate change.

The on-site deployment process began with a site-survey where the potential positioning of the MobileMedia Systems™ and ViFi Adapters® were assessed for optimizing 3G signal strength, reduced reflectivity and overall WiFi connectivity and security of the devices. The wireless transmission of ICstats™, and ICMedia™ from the MobileMedia System™ to the ViFi Adapter® is done via 802.11n protocol that features Proco Solutions® Technology to compress, encode, and encrypt the content, maximizing its visual quality and minimizing chances of any electrical or radio "noise" interference.

Solution Summary:

Greyhound has received positive feedback from the public since launching the digital media network. The number of questions and concerns about travel information has reduced, showing that travelers are seeing and understanding the information displayed at the terminal. I.C.G.'s all inclusive solutions deliver the latest in digital information displays at a fraction of the cost of traditional print campaigns. Working within the scheduling parameters set forth by Greyhound would be extremely difficult for other firms to execute, given the time and facility constraints. The goal was easily achieved due to the completely wireless nature of I.C.G.'s digital media solution.

I.C.G. solutions are used in food & beverage, retail, entertainment, stadiums and arenas, events, transportation, education, and other industries.

For more information about I.C.G.'s Wireless Digital Media Solutions, please contact:

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