

Urban Media Run Bus Network Powered by signagelive



“signagelive meets both our economic and technical requirements”

— Einar Schwaiger, Founder, Urban Media, Norway

CHALLENGE

- ⌘ Needed a low power solution that could be powered by a running bus whilst ensuring the hardware is not damaged when the bus shuts down and starts up again.
- ⌘ The content must be updatable at anytime which means the bus could be in service and travelling around Norway.
- ⌘ Must be able to display live information relating to flight arrivals and departure information at the specific airport in Norway from which the bus operates.
- ⌘ Need to report on asset playback to prove to any third party advertiser the number of times their advert has been played on-screen over a user defined period.
- ⌘ Ability to monitor the status of the network at anytime to ensure compliance.

SOLUTION

- ⌘ signagelive was chosen based on the low cost of the platform with zero set up costs and flexibility that the platform offers in order to expand the network as the business grows.
- ⌘ As signagelive simply needs access to the Internet in order to perform mortality check-ins and download new content, mobile broadband over GPRS/3G was used to connect the PC to the Internet.
- ⌘ Two 22” LCD monitors were installed on each bus (160 buses in total) which are connected to a low power Intel Atom 1.6GHz based PC.

RESULTS

- ⌘ The mobile broadband connection over Norway’s GPRS/3G network enables the remote content management of the signagelive players and the ability to pro-actively monitor the network in order to ensure each signagelive player is online and playing back the correct content.
- ⌘ The reporting function within signagelive enables Urban Media to run a selection of reports in order to present to advertisers paying to be on the network, therefore providing the required compliance.
- ⌘ The channel has a 60/40 division between editorial content and advertisement, and the advertisers are exposed across more than 160 buses in 14 cities, including the important and biggest cities in Norway: Oslo, Bergen, Trondheim and Stavanger.

