Designa
DIGITAL SIGNAGE

Keep informed immediately with Digital Information Boards

The use of high-quality digital information boards in car park management offers the possibility of displaying targeted digital content such as advertising videos or information on tariffs and car park occupancy.

Even welcome and goodbye texts or the recognised number plate can be displayed at the entrance and exit.

In this way, media content is individually addressed to the car park customer. - The car park customer is informed at any time!

The advertising displays can be used both indoors and outdoors in larger format and highly visible as DIGITAL SIGNAGE STELE. A small version of the Digital Information Board is also available integrated in the device at the entrance and exit, at the automatic pay station and in the barrier.

Simple integration and control within the parking management system makes DESIGNA DIGITAL SIGNAGE easy to use.

FEATURES

- Flexible presentation of individual video content, e.g. advertising for own parking products (e.g. season parkers) or for shops, restaurants or service providers affiliated to the parking system.
- Directly visible information or advertising content through integration in the devices or external installation for larger displays
- High quality and informative communication
- Display of car park relevant data also in combination with advertising
- Plug&Play functionality between the display, player and DESIGNA parking control software
- Device-specific display of various playlists for each display / device:
  e.g. references to an event on parking level 1 and advertising content on parking level 2
- Intuitively operated media player (Software)

VARIANTS

- Advertising display over the entire screen with overlay of the recognised licence plate
- Display green arrow/red cross for indication of the availability of the lane (entrance/exit free or out of service/ lane blocked).
- Display divided into three parts (DIGITAL SIGNAGE STELE only)
  - Occupancy status and/or tariff information
  - Welcome/ goodbye message with embedded licence plate
  - Promotional video or green arrow/red cross possible

DIGITAL SIGNAGE STELE

ADVANTAGES

- Increase of customer experience
- Parking information and advertising at a glance
- Visual highlight and eye-catcher for the car park
- Suitable for all systems: ticket-based system, free-flow, ticketless system and hybrid mode
- Attractive advertising space for your own car park or for business partners and thus additional revenue

designa.com

DESIGNA

DEVICE AVAILABILITY

- DIGITAL SIGNAGE STELE with TFT colour display 42.5": External installation independent of parking system devices; - Stele with three-part display and individual logo
- Display integrated in the device available for:
  - TFT colour display 24": Entry and Exit Control Terminal (LANE 600 FULL IN/OUT)
  - TFT colour display 18,5"/landscape format: Automatic Pay Station (PAY 500 CASH&CARD)
  - TFT colour display 18,5"/portrait format: Gate (GATE 600)

COMPONENTS

- TFT colour display
- Media Content Computer (MCC)

INTEGRATION AND CONNECTION

- Automatic installation of the Player Unit (MCC) via a DHCP server in the DESIGNA system
- Several displays can be controlled via the Player Unit control unit
- The display is connected to the HDMI port of the Player Unit

SYSTEM REQUIREMENT

- System version X22
- Three-part display Stele: ab Version X23.2 and newer

PRODUCT FAMILY WITH DIGITAL INFORMATION BOARD

CONTACT

DESIGNA Verkehrsleittechnik GmbH
Faluner Weg 3
24109 Kiel, Germany

info@designa.com
T: +49 (0) 431 5336-0
F: +49 (0) 431 5336-260