

Designa

DIGITAL SIGNAGE



Advertising displays for parking management – communicate with customers and create an additional source of revenue

The use of advertising displays on your parking management devices lets you display targeted digital content, such as advertising videos, pricing or routing information. Digital media content can be custom-created to communicate directly to your parking customers.

The advertising displays can be used both indoors and outdoors.

The displays are placed either inside the device, directly at the entrance, exit or barrier, or are mounted externally in a larger format at a clearly visible location.

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

WHAT ARE THE ADVANTAGES OF DIGITAL SIGNAGE?

- Digital screens can be used for all kinds of information such as pricing, occupancy, routing, as well as advertising your own parking products (e.g. season parkers) or third-party advertising for shops, restaurants and service providers linked to the parking system
- Directly visible information or advertising content through integration in the devices or external installation for larger displays
- Plug&Play functionality between the display, player and DESIGNA parking control software
- Device-specific display of various playlists for each device (e.g. references to an event on parking level 1 and advertising content on parking level 2)
- Intuitively operated media player

COMPONENTS

- TFT colour display
- Player Unit



VARIANTS

- Device-integrated display; available for:
 - Entrance and exit control terminals (IN/OUT)
 - Automatic pay station (PAY Cash&Card)
 - Designa CONNECT GATE 600
- External installation possible irrespective of the parking system devices; especially suitable for larger displays

INTEGRATION AND CONNECTION

- Automatic installation of the Player Unit 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 X20 and newer

CONTACT

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