Projective deploys Papercast on behalf of JTMT in Israel

JERUSALEM TRANSPORTATION MASTER PLAN TEAM

Papercast's multi-language e-paper displays are operational in different configurations at several bus stops in Jerusalem, with the long-term intention to identify an economical, sustainable and future proof replacement to existing bus stop signage across the network.

"This is the most advanced technology for presenting real-time passenger information at bus stops, making it an ideal replacement for the old 'next bus' signs and static paper signs. Papercast has already impressed passengers in Jerusalem with their interactive display offering live arrivals, routes, frequencies and instant messages in three languages"

Tzachi Reouveni, CEO and Owner of Projective Ltd

Projective is a specialist technology provider for public transport operators, working on behalf of the Jerusalem Transportation Master Plan Team (JTMT) passenger information system upgrade in Israel

Background

Passengers in Israel currently access information at bus stops in a variety of formats. Poster based formats are detailed with route maps, frequencies, tariff information and ticketing, however they require regular replacement resulting in a high maintenance cost. "Next bus" signage uses LED screens mounted on a pole, operating on solar energy and cellular communication, but is limited to displaying bus arrivals only via the passenger information system (PIS). New technology was introduced for testing last year, based on 55" LCD touch screens providing bus arrivals, routes, frequencies and trip planning, in three languages. JTMT was looking for a substitute for both static and basic "next bus" information, that is more energy efficient, space efficient and self-sustainable. It needs to offer more detailed, live information that is easily managed remotely, with smooth transitions in a variety of languages.

Solution

JTMT needed a solution that meets precise technical, environmental, informational and functional requirements. Papercast exceeded the specification, offering enhanced features to further improve the experience for passengers, as well as the ongoing platform management.

Outcomes

Visibility is unprecedented, content is clear and sharp both in the bright light of the Israeli sun and with the LED lighting in the dark hours. The displays are 36 times more efficient compared to the previous generation of screens, making sustained solar power feasible. The displays are easy to install and operate, and management is simple and fast – passengers are updated instantly from the control centre, in three languages.

Highlights

- Currently using paper timetables, LED 'next bus' screens and LCD touch screens
- Looking for a more energy efficient, space efficient and self-sustainable replacement
- Papercast 36 times more efficient making sustained solar power feasible
- Visibility is unprecedented in the bright Israel sun
- Easy to install and operate, with simple and fast management

Solar powered wireless e-paper bus stop displays

Looking for a future-proof, easy to implement real-time passenger information solution for your bus stops?

FIND OUT MORE