



Turin modernizes passenger transport services



Gruppo Torinese Trasporti S.p.A. (GTT) selects Papercast's next generation solar powered e-paper bus stop display to modernise the city with a sustainable technology and to improve passenger satisfaction.

"We didn't set-out specifically with e-paper in mind. We knew that technological advancements had surpassed LCDs and LEDs in outdoor, standalone environments but were open minded around the technology we moved forward with. E-paper, in particular Papercast's technology, far exceeded our expectations".

Alberto Forchino, Head of Telematics Systems at GTT

Gruppo Torinese Trasporti S.p.A. (GTT) is Turin's local transport company

Background

Part of a wider city modernisation programme throughout Turin, GTT aims to improve the quality of information provided to passengers at the bus stop with a self-sustainable future proof solution that can be indefinitely solar powered. The current LCD and LED passenger information displays can be a drain on power, requiring battery replacements every two-weeks across the network.

Solution

GTT set out to replace its current LCD based passenger information system with a sustainable, standalone, solar powered display solution. During extensive supplier due diligence, GTT evaluated like-for-like product performance during field testing and selected Papercast's e-paper display technology.

Papercast 13.3" e-paper displays with 20W solar power modules are operational across central Turin. The displays are fully integrated into GTT's live GTFS data feed to show live arrival information – without the need to ever change batteries.

Outcomes

Papercast has demonstrated that it has a far superior technology compared to the alternatives. It offers significantly better power efficiency and wins on all other technical points, including screen visibility, content management and overall design.

Highlights

- Major city deployment
- Papercast selected after extensive supplier due diligence
- Replaces current LCD based passenger information system
- Offers significantly better power efficiency
- Wins on screen visibility, content management and overall design

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?

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