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Digital Signage for Commuters

John Redmon, Redmon Group

211 N. UNION STREET, SUITE 350
ALEXANDRIA, VIRGINIA 22314
703.838.5461

Introduction

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- Founded in 1990, located in Alexandria, Virginia
- Develop digital signage, websites, touch-screen interactives, and e-learning
- Developed CommuterDirect website for Arlington County
- Transit-oriented clients include:
  - Arlington County
  - Convention Store
  - DDOT
  - Open Roads
  - VDOT
  - WMATA
  - Atkins
  - DASH
  - Montgomery County
  - Pulsar Advertising
  - Virginia Mega Projects

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Digital Signage Systems

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- Redmon Digital Signage System (RDSS)
- Provides real-time information at popular locations for commuters
- Total of at least 70 displays throughout DC area in 2013:
  - Current:
    - 15 Signs in Arlington County
    - 5 Signs for VDOT at Tysons Corner Center
    - 2 Signs for Hill International at Lafeyette Building near The White House
    - 5 Signs at ATF Headquarters Building in DC
  - Upcoming for 2013:
    - 2 Signs on Columbia Pike and 1 on Glebe Road in Arlington
    - 2 Signs at EPA Headquarter Buildings in Crystal City
    - 4 Signs at Camden and Eclipse Condo Buildings near Potomac Yards
    - 34 Signs at Silver Spring Transit Center for Montgomery County & WMATA

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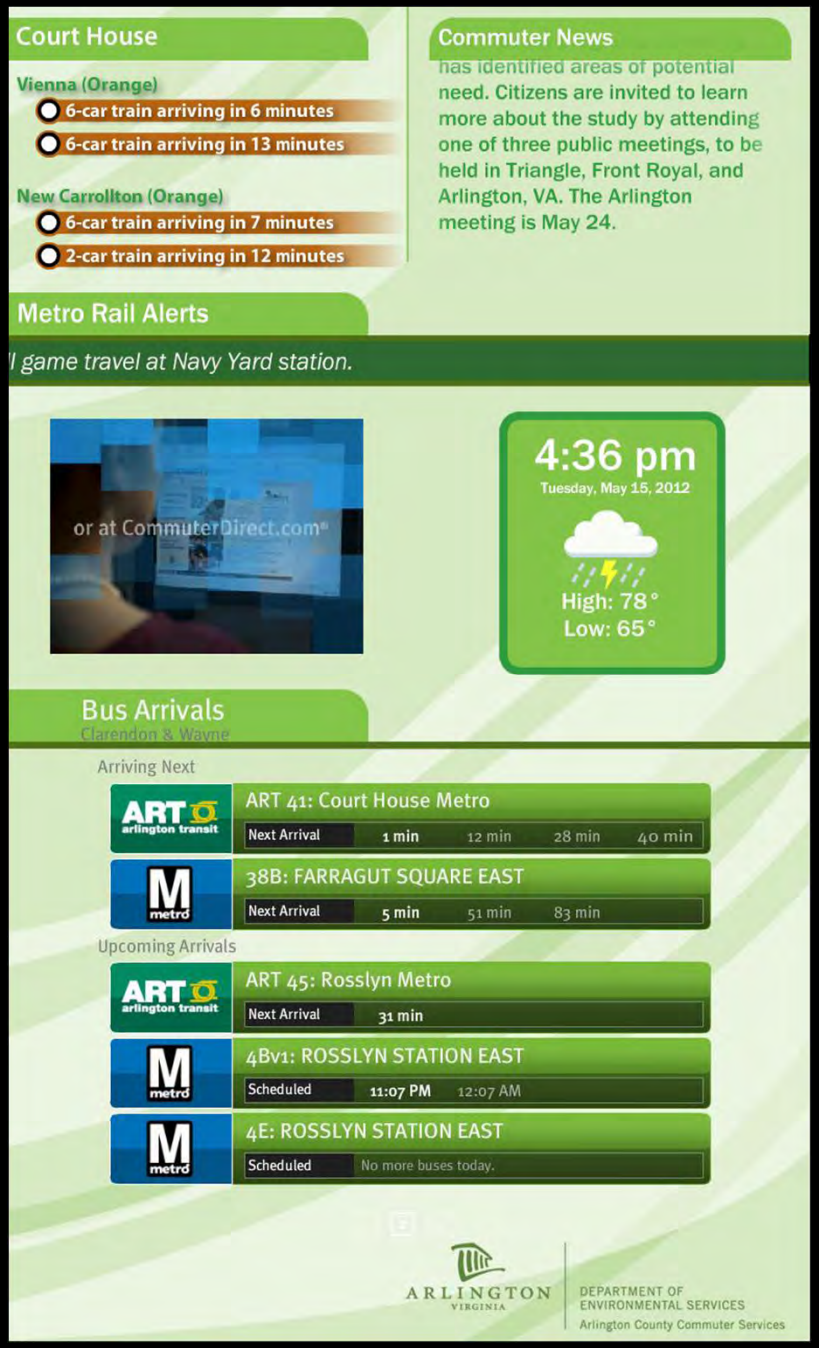
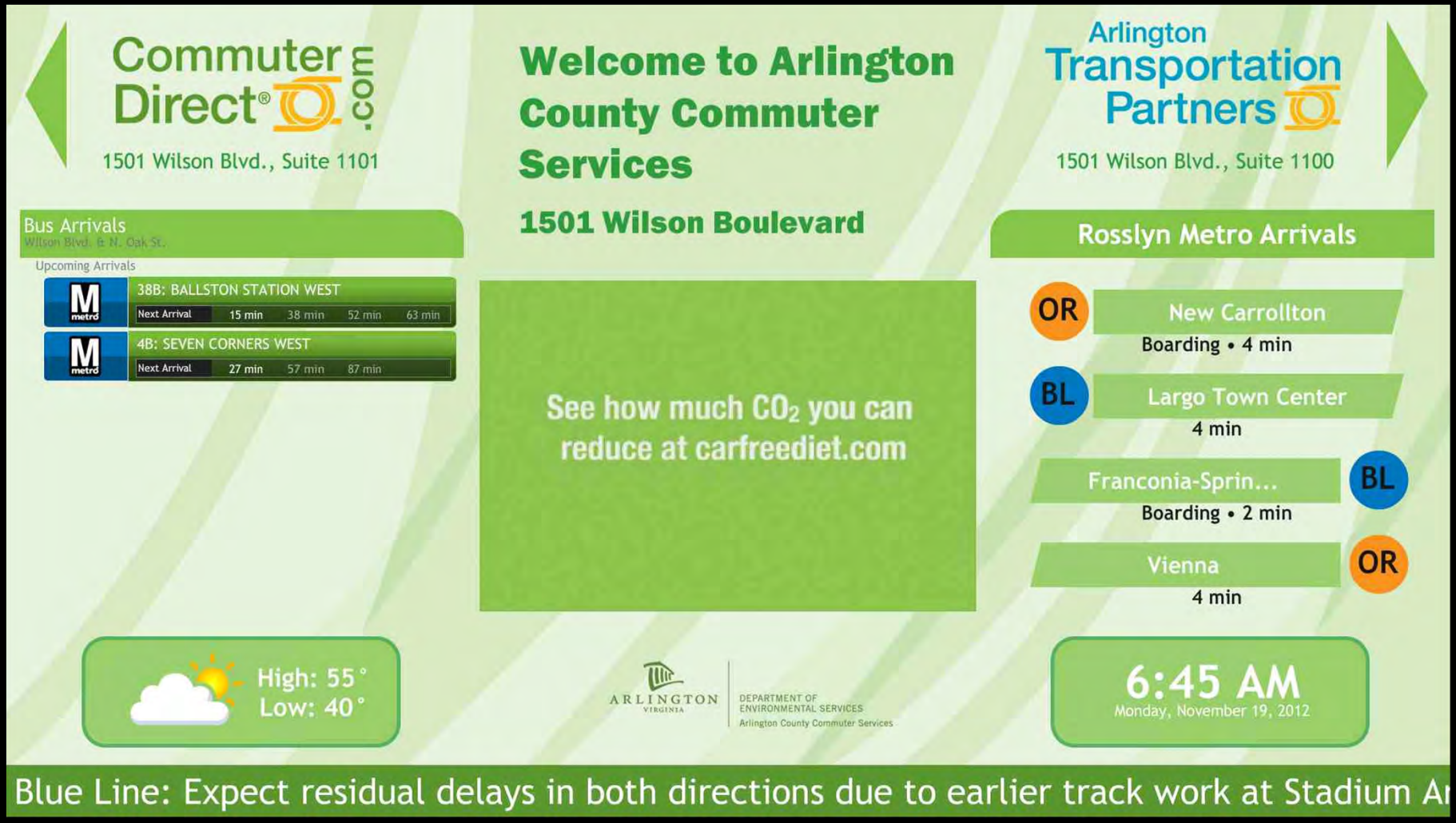


Arlington County, Virginia



Arlington County, Virginia

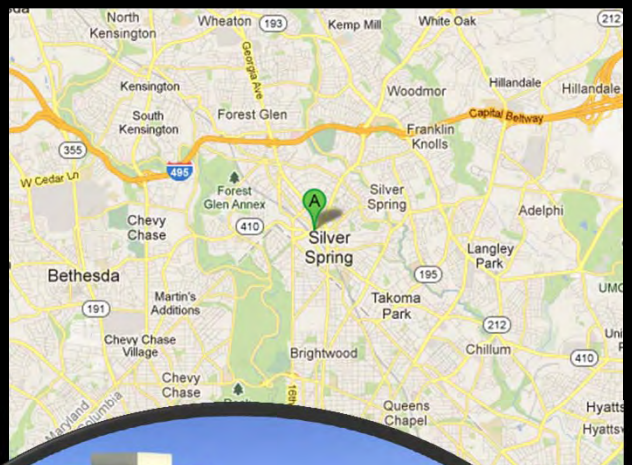
Arlington County Digital Signage in Court House Lobby

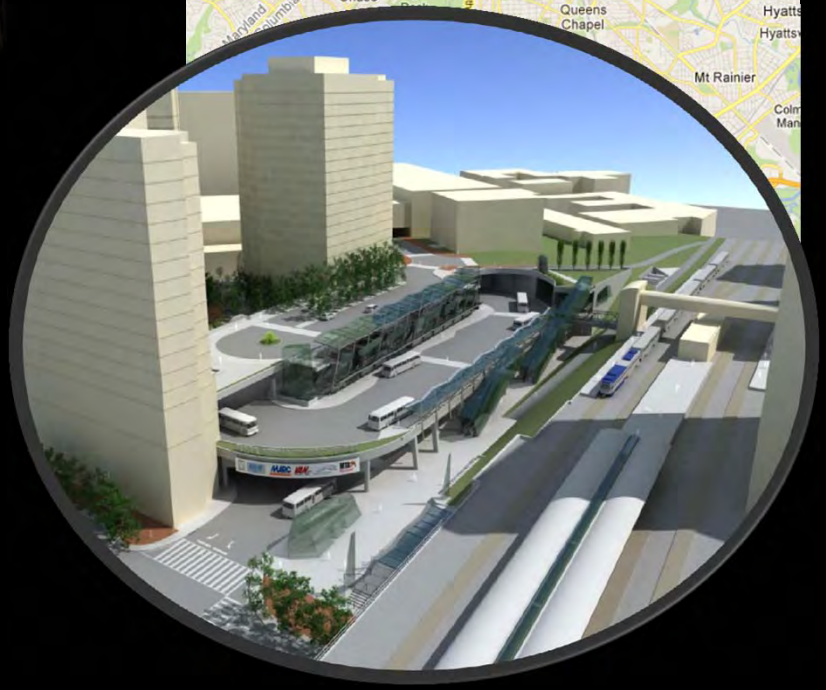
Crystal City Digital Signage

Arlington County Digital Signage for Mobile Mini Store

Shirlington Bus Station: Audio Description System

Arlington County, Virginia: Audio Description System





Silver Spring Transit Center, Montgomery County, MD

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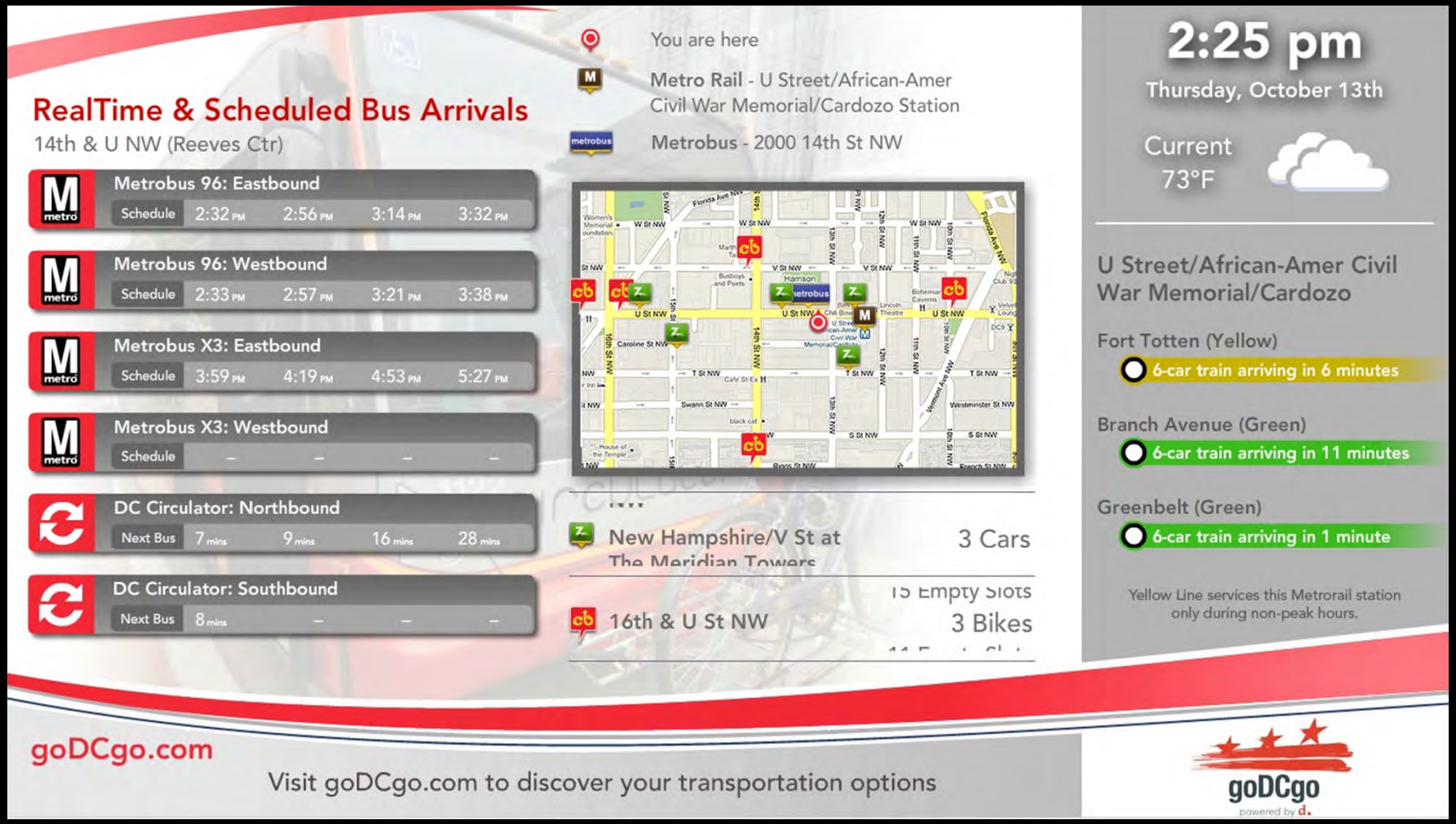
Digital Signage Systems



DDOT

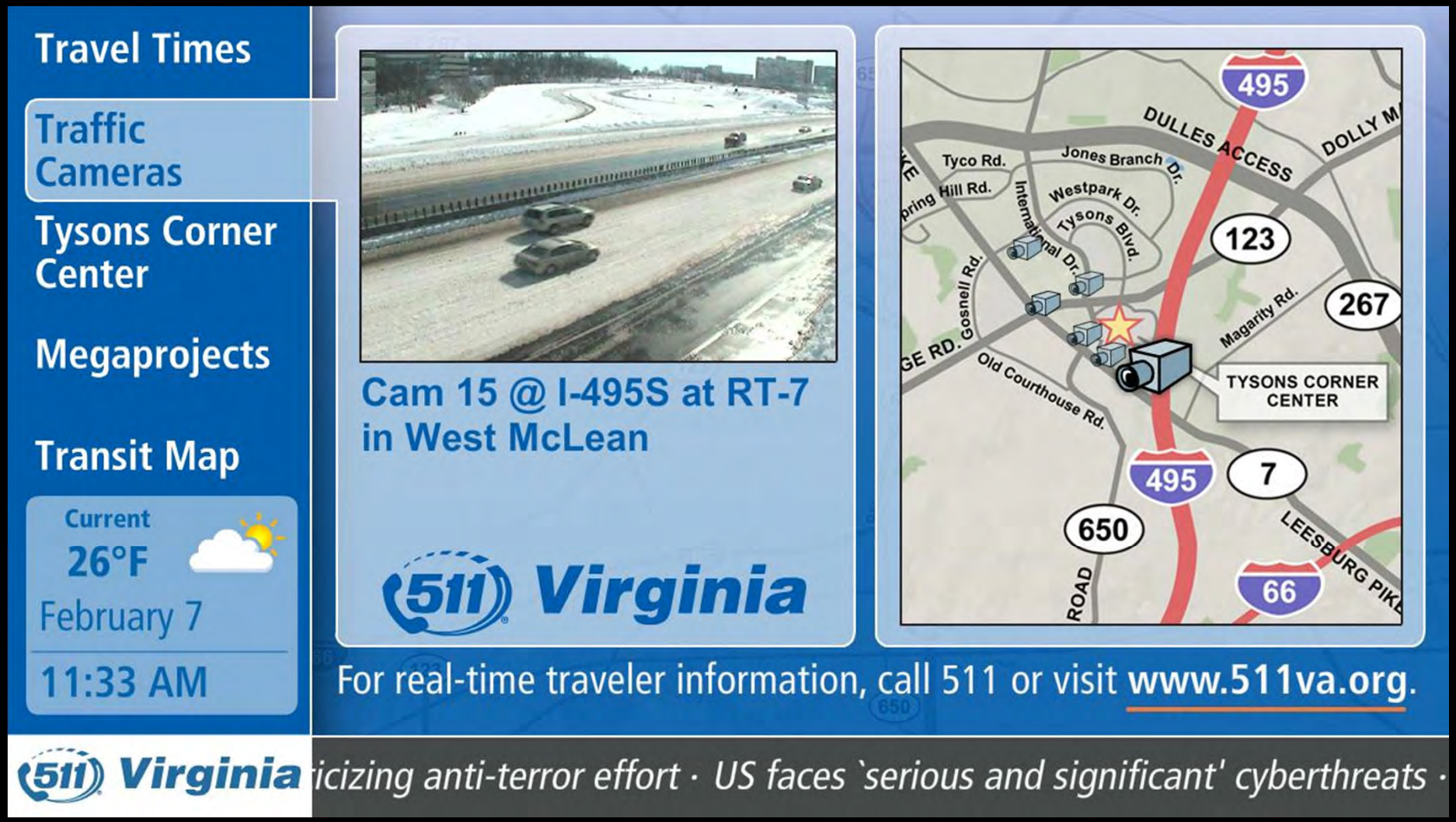
Digital Signage Systems

DDOT

Digital Signage Systems

VDOT Traveler Information Displays – Tysons Corner Mall

Digital Signage Systems



VDOT Traveler Information Displays – Tysons Corner Mall

VDOT – Tysons Corner Center

VDOT Traveler Information Displays – Tysons Corner Mall

EPA Potomac Yard Facility

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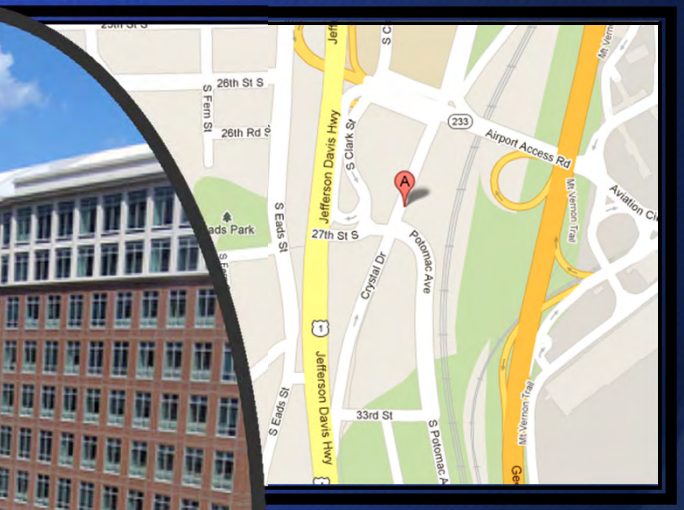

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Camden Potomac Yards Installation Mock-ups

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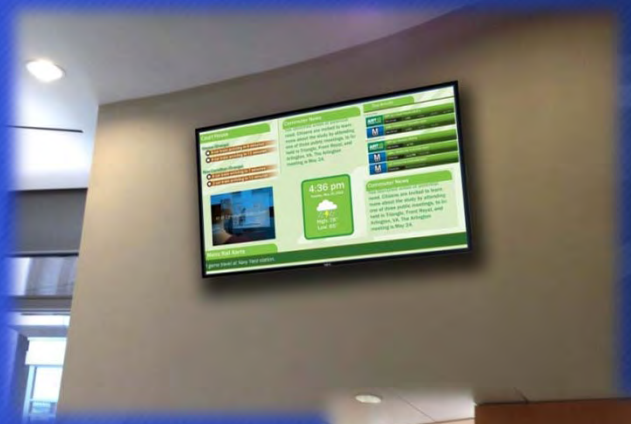

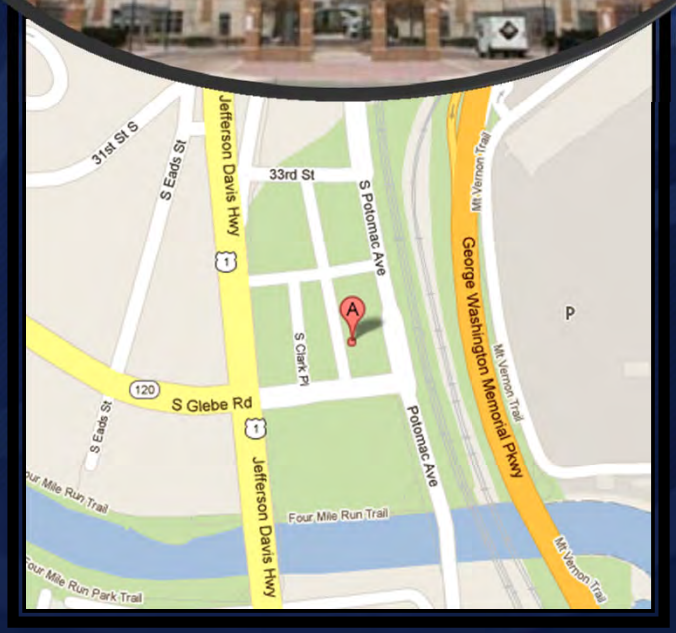

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Camden Potomac Yards Design Treatments

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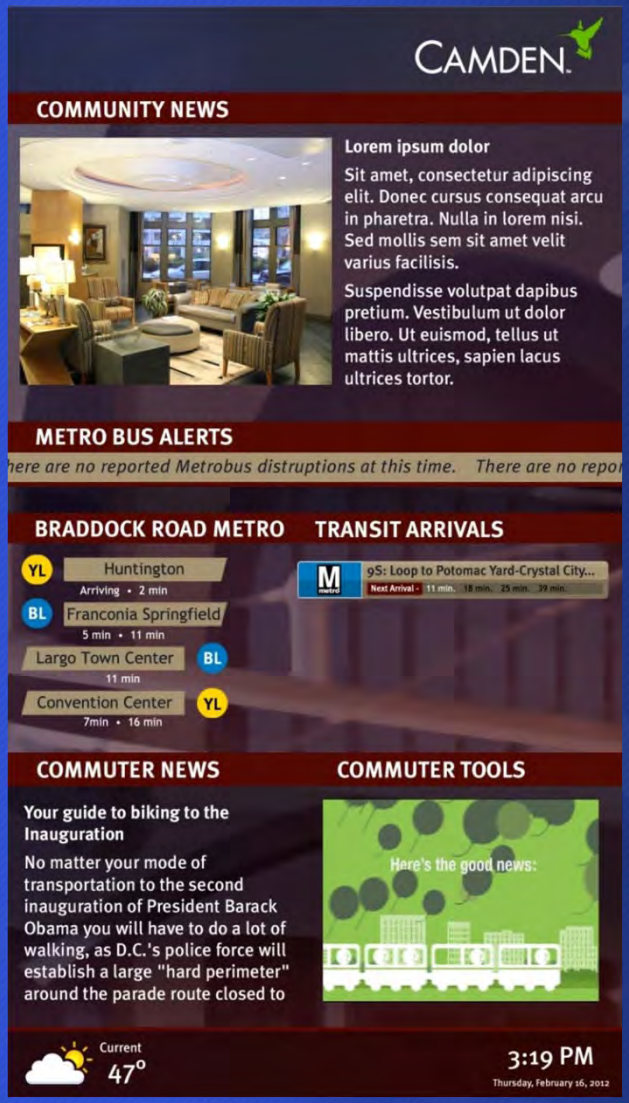

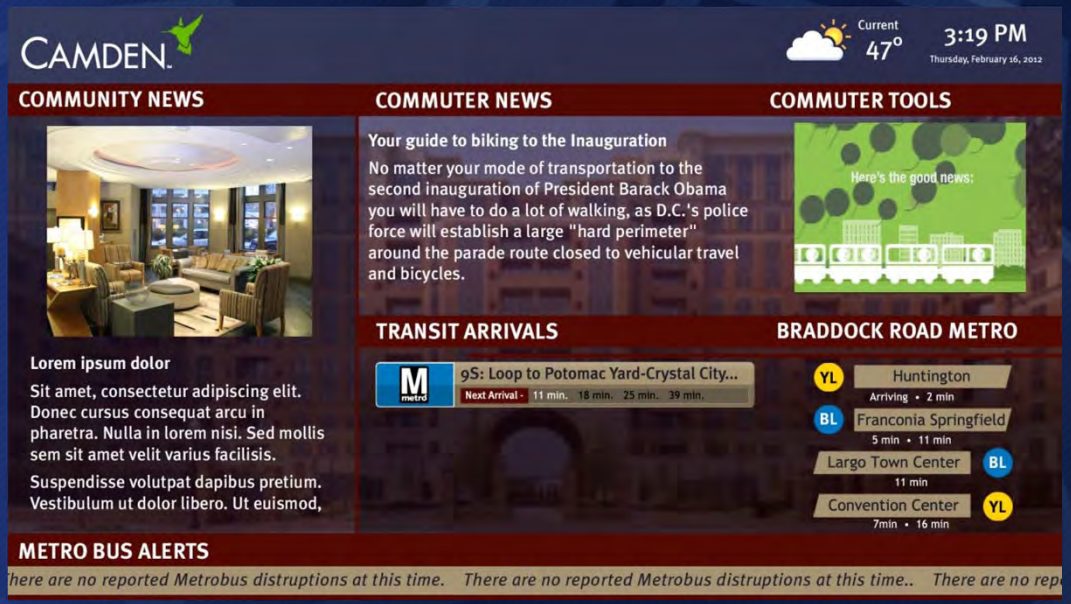

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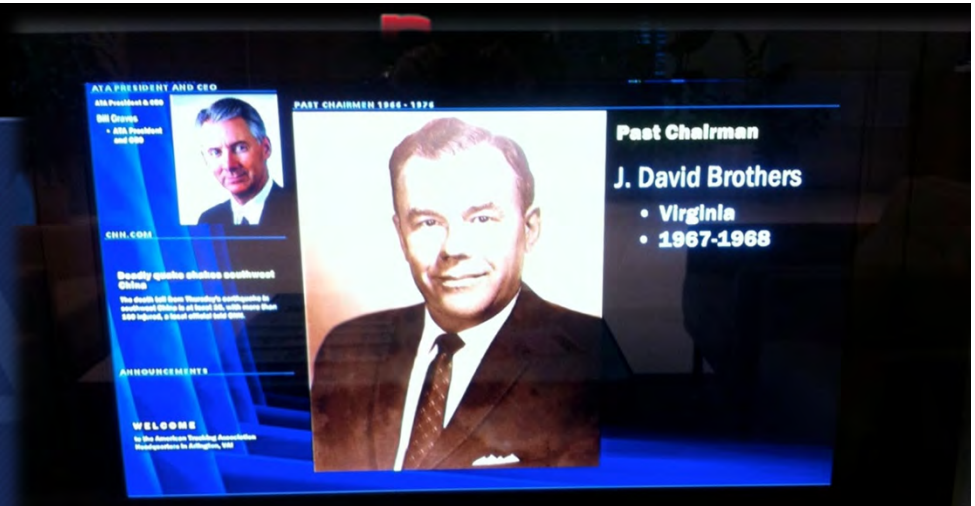
Other Signage Installations

Lafayette Building in D.C.

(for Hill International)



American Trucking Associations

ATF Headquarters

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Requirements

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- Standard Power
- Hardware
  - Indoor or Outdoor-rated Displays
  - Computer
- Internet Connection
  - Hard-wired
  - Air Card

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Signage Content

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- **Transit Feeds**
  - Real-Time Bus Arrivals
  - Real-Time Rail Arrivals
  - Bus Schedules
  - Transit and Traffic Alerts
- **RSS Feeds**
  - Local Government Bulletins
  - Emergency Announcements
  - Local News
  - Sports
- **Area Maps with Multi-Mode Transportation Options**
  - Bus and Rail Stops
  - Bikesharing
  - Carsharing
  - Cab Stand Locations
- **Client-Specific Content**
  - Welcome Messages
  - Daily Schedule
  - Upcoming Events
- **Advertising & Promotional Content**
  - Images
  - Animation
  - Video
  - Sound (possible but discouraged)
- **Extendable**

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Content Management

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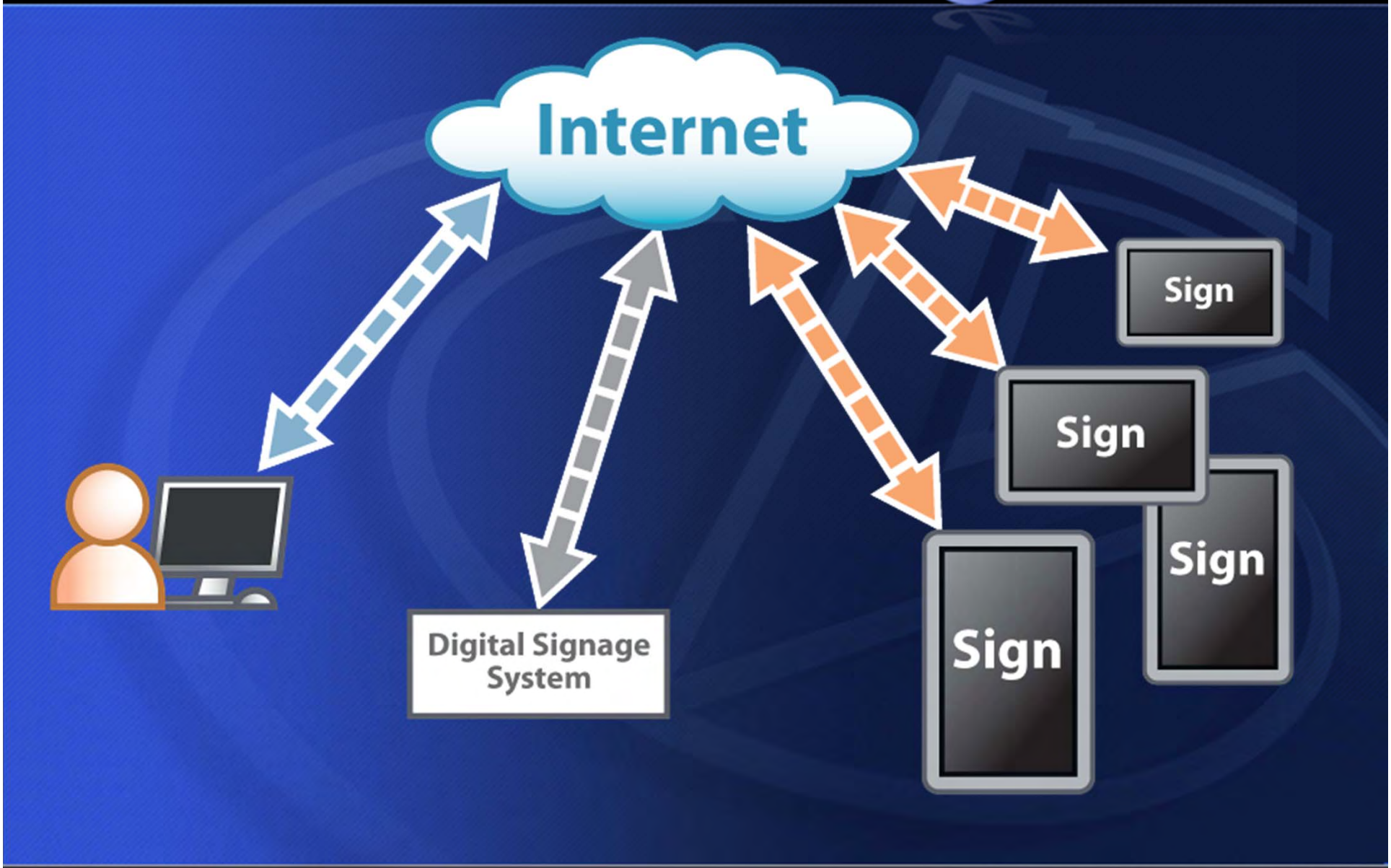

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Content Management System (CMS)

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- Manage multiple signs remotely from a single Web-based interface (via desktop or tablet)
- Sign layouts and content types are easily configured into channels that can be shared among signs
- Pre-define collections of channels and deploy them simultaneously to multiple signs
- Remotely monitor and view what is being displayed on each sign in the system and determine whether a sign is functioning properly
- The system is built such that if an individual sign loses internet connectivity, the display will gracefully revert to an alternate local data source until connectivity is regained
- Open content development and management
- System is scalable

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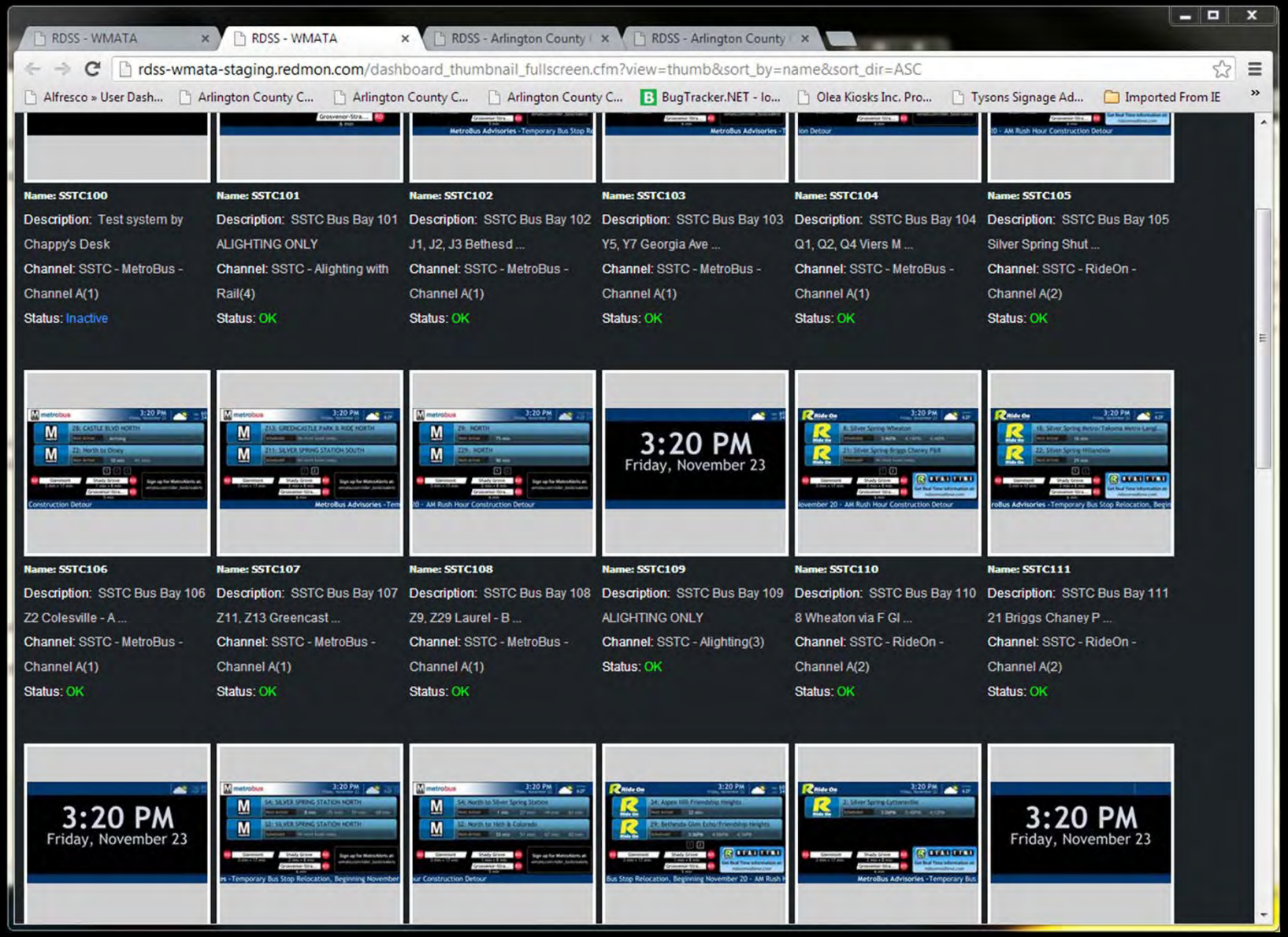

RDSS Content Management System (CMS) Dashboard

Advanced Options

- Audio Description System
- QR Codes for Mobile Phone Communications
  - Codes enable users to link to brief, mobile-optimized versions of the content
- Touch-Screen
  - Can enable portions of the screen to be interactive
  - Increases hardware & software costs and potential damage

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Discussion

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