

# DIGITAL SIGNAGE FEATURE

## TRANSPORTATION

- Gold - Destination Shuttle Services with Omnivex
- Silver - Ad Airport Media & Clear Channel Interspace Airports with Scala & Gnosysoft
- Bronze - Tallink Silja Ferries with ONELAN LTD.

Winner, Gold Award, Transportation: Omnivex Corporation, for the City of Los Angeles, Destination Shuttle Services. DSS now provides hotel shuttle services for over 2.5 million people annually both to and from LAX and the surrounding hotels. The system aims to enhance the hospitality experience by providing passengers with relevant travel, hotel, and city information while on the buses and within the hotels. The goal of the system is to extend the hospitality guests are used to at the hotel all the way to the curb at the airport. Through the use of Omnivex GPSLink, DSS can provide their passengers with location-based content on the moving buses. Each bus has a Windows-based PC running Windows 7 and Omnivex software, as well as a GPS bud. Using Omnivex Moxie software and Microsoft Windows 7 location-based services, GPS coordi-

nates sent via a 3G network to the server in real-time indicate the current location of the bus. This makes content relevant for the viewers. By linking the digital signage on the buses with interactive kiosks in the hotels, the whole journey becomes part of the hotel experience.

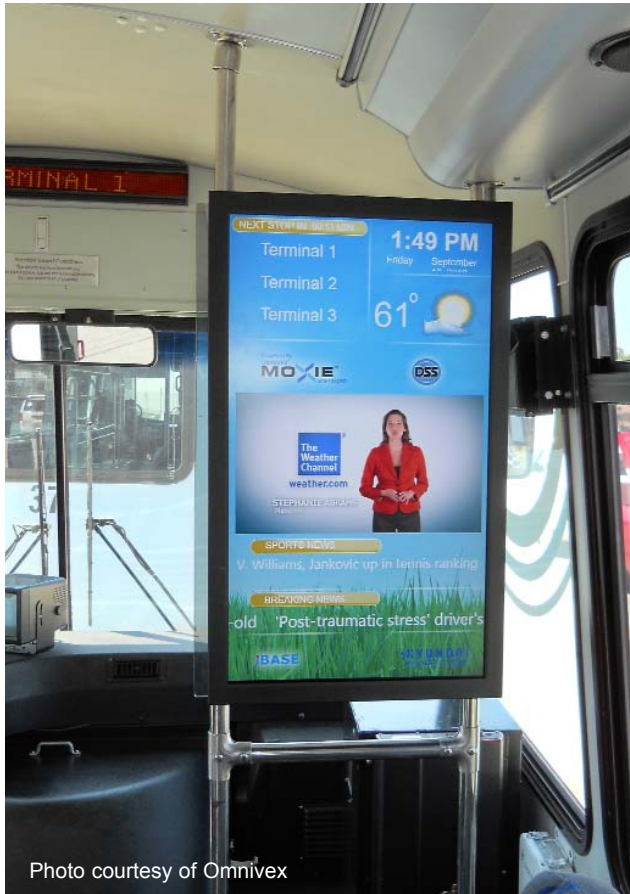


Photo courtesy of Omnivex

Omnivex Corporation, for the City of Los Angeles, Destination Shuttle Services