Case Study
Ferrovie Nord Milano

TVIP: DIGITAL COMMUNICATIONS FOR MORE THAN 300 MILLION PASSENGERS A YEAR

Aitek has provided the TVIP-Director platform for the management and transmission of multimedia content in the 120 stations of the “Ferrovie Nord” Network, the leading Italian in the non-state railways Company, with more than 300 million passengers / year.
TVIP: passenger information in railway stations

The TVIP platform for the management and transmission of multi-media content has been chosen by the FNM Group (Ferrovie Nord Milano) for the realization of the ISOLATUA digital communication system.

The system is based on the activation, at 120 railway stations of the FERROVIENORD network (Lombardy region and Northern Italy), of 550 digital high-definition LCD screens through which passenger information, entertainment and advertising are displayed. The solution enables the activation of new communication channels with a strong impact in highly-attended locations.

TVIP-Director is a complete end-to-end solution, consisting of ingestion applications integrated on high-performance servers and of multimedia players with embedded software for controlling the LCD monitors.

A dedicated content manager enables the broadcast on the player of live / recorded contents and textual information (messaging, slide shows, RSS news feeds).

The channels are created by inserting sequences of video content available on the server or from other sources such as satellite and TV, and transmitted in preset times on the display.

A web interface allows the display and management of groups of players, in addition to editing format, channels, layouts and program schedules. The application allows for integration with external information systems (prices, schedules, news, corporate portals) and stock tickers, weather forecasting, breaking news, etc.

The programming is done through the planning of transmissions based on time (days, weeks, time slots). And it’s possible to vary the transmission of content on the displays according to their geographical location or the type of interaction with users.

The program schedules are made to ensure the commercial ads a more effective and attractive impact than the typical spot, thanks to the mix of advertising, and entertainment and passenger information.

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Features

- Display/Totem: 550
- Localization Display/Totem: 124 railway stations
- Scheduler: Advertising/Institutional/Informative
- Contents type: Web/Video MPEG2/Flash/Feed RSS
- Multimedia contents distribution: Store&Play/Streaming live
- Asynchronous Program Schedule Management

Type of Display/Totem:
- Large format Four: 4 42” HD monitor videowall mode
- Large format Double: 2 42” HD monitor
- Mono: 1 42” HD monitor
- Totem: 1 42” HD monitor
- Position the monitor at the station: entrance, ticketing, turnstiles to the input, on the tracks, in waiting rooms

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About Aitek

Aitek is a leading company in the design and implementation of innovative technological solutions. It designs and implements intelligent systems for transportation and traffic, video surveillance for security, digital signage for communications.

Since 1986 Aitek has consolidated its presence on national and international markets thanks to its continuing partnership with leading companies and its constant attention to technological evolution. Aitek is one of the few Italian companies to have been awarded by the European Union the prestigious IST Prize for technological production.

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