

ScreeneX Allows Metropoline to Communicate with Passengers in Real Time

ScreeneX is currently delivering content through more than 50 screens installed on 20 busses. Additional ScreeneX systems will be installed on up to 50 more busses.



Metropoline is a private Israeli bus operator which operates intercity and intracity bus routes. The company is one of the largest transport service providers in Israel and is growing rapidly.

As part of its commitment to improving the passenger experience, Metropoline is continually on the lookout for better ways to serve its travelling public. The company recognized that digital signage is an ideal method of communicating with passengers in real time. It therefore turned to OSG to implement a unique on-board passenger information system (PIS).

The Challenge

Until now, PIS screens have been bulky and inconvenient for operators and passengers. They are heavy and mounted externally. This takes up valuable cabin space and interferes with visibility and line of sight. In addition, the screens are accessible and exposed to damage from vandals and regular wear and tear. This reduces their performance and lifetime.

ScreeneX. A New Window of Opportunity

ScreeneX from OSG is a slim and reliable PIS fully embedded inside glass units. ScreeneX transforms windows and glass areas into real-time on-board digital information displays. The system employs unique LCD-embedded glass technology, where the surface on both sides of the screen is as smooth and clear as regular glass. This makes ScreeneX the PIS solution of choice for bus manufacturers and fleet operators.

For Metropoline, ScreeneX is an ideal solution for delivering real-time information to passengers. With its unique design and capabilities, ScreeneX eliminates many of the challenges of traditional PIS systems.



ScreeneX Advantages

- **Innovative and clean design** - saves space by using glass areas and elements. ScreeneX uses only part of a window or glass area, while maintaining its functionality.
- **Fully integrated** - ScreeneX's slim, glass-embedded profile requires no external mounting.
- **Vandal-proof** - screens are glass-embedded and inaccessible to vandals.
- **Durable and reliable** - ScreeneX is tested to withstand challenging Israeli bus operating conditions: vibration, shock and extreme temperatures.
- **No-maintenance** - The system is designed for zero maintenance.

System Installation

Installing ScreeneX is swift, straightforward and similar to fitting a regular window. The window screen connects to the electronic control unit with a single display cable. This display cable is located behind plastic finishing elements, while the control unit is accessible and located in the vent shaft. ScreeneX components are independent modules, so a malfunction in one does not require the replacement of the other. Each can be replaced separately if needed.

This project included installation of a ScreeneX TRN 21-2 system on-board new Metropoline city busses. The first stage of Metropoline's PIS included 20 busses.

The second stage will encompass an additional 30 to 50 busses. The ScreeneX TRN 21-2 system includes two 21.5" full HD screens integrated in the same window. The two screens can show identical or varying content according to customer preference.



Flexible Media

Due to ScreeneX's unique flexibility, Metropoline was able to work seamlessly with additional suppliers to complete its media management and CMS solution. In addition, a ScreeneX screen was connected to a CCTV system for self-validation and performance monitoring, while a second ScreeneX was connected to an existing PIS provided by ISR Corp.

Thanks to ScreeneX, Metropoline is now successfully delivering real-time infotainment and advertisements to bus passengers on the move.

Regarding ScreeneX, Daniel Itach, Metropoline's Director of Information Systems, who is overseeing the PIS project, said, "The implementation of the these screens is another important step in the development of technology in public transportation, which is aimed at making information accessible to passengers on-board busses to improve the travel experience. There is great demand in public transportation for real-time digital information presented in an innovative way. This new product definitely answers this need. I have no doubt that our passengers will enjoy this product and the service."