Telia Smart Transport

INFOTAINMENT:
REAL-TIME INFORMATION AND ENTERTAINMENT

Combine information, advertisement and entertainment on digital screens. We help you plan, distribute and manage content remotely, and display on-screen content in vehicles and buildings.

Useful enjoyment
Give your target audience an infotainment system that is both enjoyable and informative. Depending on how you wish to use the digital screens, they can show entertainment on one side of the screen and information on the other.

Examples of entertainment include weather information, video clips, clocks and TV news. Within the public transit system, you can provide information about where the vehicle is currently located along the route, what the next stop is, and connecting departure times. No matter what you wish to display and no matter the source, we can help you thanks to our open platform that integrates third-party systems.

Adapt your content based on your location
Because Telia can provide you with GPS positioning using the Telia Positioning service, you can adapt what is shown on the screen based on geographic location and driving direction. This is an excellent solution if the infotainment system is intended for public transit, because advertisements for local businesses can be displayed as the vehicle approaches a stop.

KEY BENEFITS

- Show transit information with live positioning
- Remote software configuration
- Customized entertainment
- Add the service positioning and customize screen content depending on location
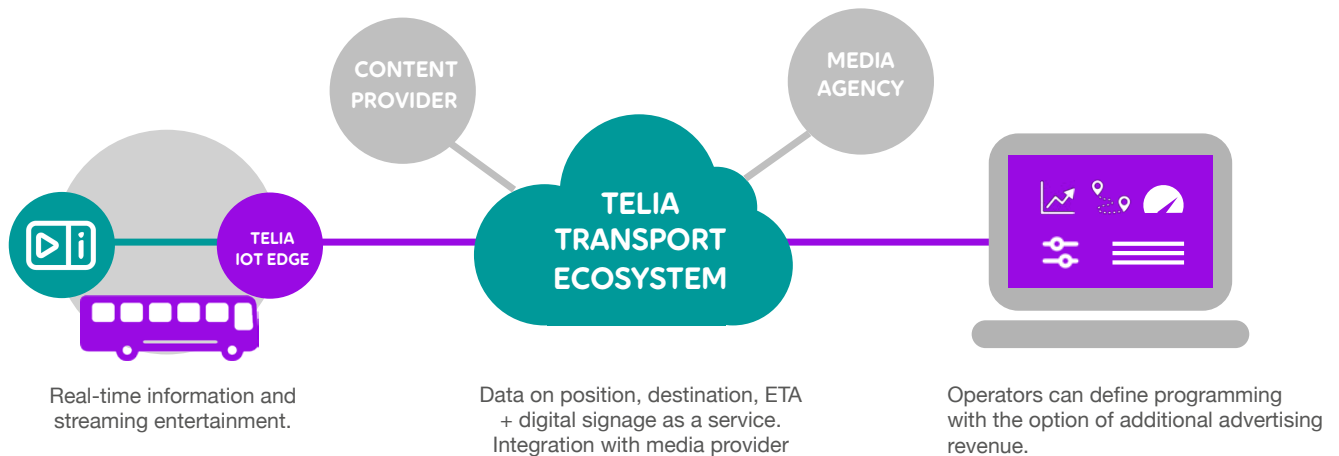
How does Telia Infotainment work?

Infotainment is a service that runs on the Telia IoT platform and is connected via Telia IoT Edge; our powerful onboard edge processor and gateway. Telia IoT edge delivers real-time data to drivers and to the cloud. It also manages communication between third party content and the passenger display screen.

The screens can then also obtain information directly from the source via the Telia IoT Edge, which functions as a fast, stable and reliable communication link.

If you wish to use positioning to provide geographically customized content, just add the positioning service   .

CONTENT PROVIDER

MEDIA AGENCY

TELIA IOT EDGE

TELIA TRANSPORT ECOSYSTEM

Real-time information and streaming entertainment.

Data on position, destination, ETA + digital signage as a service. Integration with media provider

Operators can define programming with the option of additional advertising revenue.

CONSOLIDATE YOUR IT SYSTEMS TO ONE OPEN PLATFORM

Telia IoT Edge is an powerful onboard edge processor and communication gateway. It is retrofittable and connects onboard systems and devices to the cloud. This makes it possible to download vehicle data, control, survey, update and configure IT-systems in the vehicle remotely. Telia IoT Edge combines robust, maintenance-free design with reliable and open software and application.

With an open platform, APIs and standards; you can easily integrate your own services – or add third party applications. So you can make the most of whatever the future brings.

TECHNICAL COMPONENTS

Onboard unit	Telia IoT Edge - MIIPS C
Digital screen	
GPS	

Telia