

# CleverVision®

## Digital Communication Solutions



Clever Devices designs and develops breakthrough solutions for transit systems that are proven to increase efficiency and reduce operation costs while improving the passenger experience.

Keeping your passengers informed and perhaps even entertained contributes to an overall positive passenger experience. **CleverVision®** lets you deliver the right content at precisely the right time while generating additional revenue from national, local or hyper-local advertising opportunities.

### Improved Passenger Communications

Flexible content triggering lets you provide meaningful, timely and targeted travel information to passengers throughout their journey. Make “next stop” and public service announcements, provide real-time passenger information and service update details.

### Easy-to-Use Content Management System (CMS)

Our web-accessible, cloud-based CMS lets you quickly and remotely, configure and schedule static and dynamic content messages and media programming to deliver passengers up-to-the-minute information.

### Generate Additional Revenue

Our cloud-based Content Management System (CMS) provides you with the opportunity to partner with national and local businesses to deliver targeted advertising and other dynamic content. Triggered by factors such as time, date, stop and or location, this functionality enables advertisers to deliver content at precisely the right time for the highest potential impact.

### Various Screen Sizes - Purpose Built for Transit

We offer rugged HD resolution screens in multiple sizes to address unique content needs.

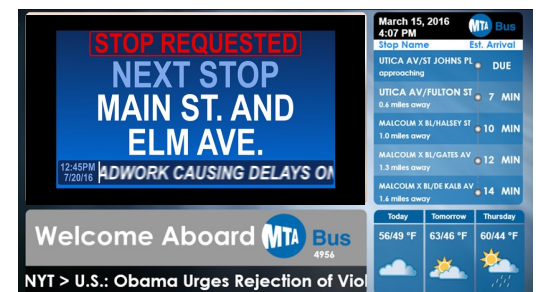
These screens ensure seamless content delivery through a design that minimizes glare and reflectivity. They employ automatic dimming to optimize readability both day and night. Our screens have built-in media players, are shock and vibration protected and sealed to prevent entry of liquids or dust.

### Intelligent Power Management

Protects media player electronics and reduces power consumption while protecting against power drop-outs.

### Support for Diverse Media Types

Showcase several types of content including audio, video, images, scrolling text, flash and multiple feeds with support for multiple media types including .MP3, .MP4, .WAV, .JPEG, .JPG and .GIF.



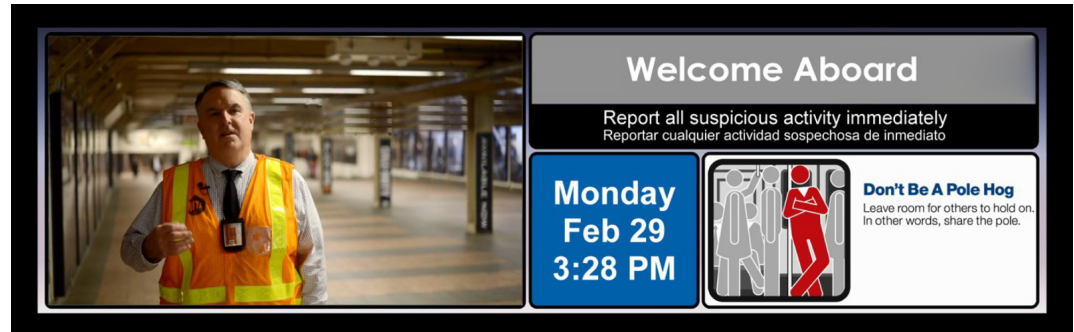
March 15, 2016 4:07 PM MTA Bus  
 Stop Name Est. Arrived  
 UTICA AV/ST JOHNS PL approaching DUE  
 UTICA AV/FULTON ST 7 MIN  
 0.4 miles away  
 MALCOLM X BL/HALSEY ST 10 MIN  
 1.0 miles away  
 MALCOLM X BL/GATES AV 12 MIN  
 1.3 miles away  
 MALCOLM X BL/DE KALB AV 14 MIN  
 1.4 miles away  
 Today Tomorrow Thursday  
 56/49 °F 63/46 °F 60/44 °F  
 NYT > U.S.: Obama Urges Rejection of Viol

On-board signs can be configured to provide passengers with “Next Stop” information

CleverVision lets you deliver the right content at precisely the right time while generating additional revenue from national, local or hyper-local advertising opportunities.

## Easy-To-Use Content Management System (CMS)

Single and/or multi-display options add flexibility



### CleverVision Provides Flexible Implementation

#### Standalone

- Built-in media player provides a flexible combination of entertainment and advertising, along with real-time weather and news feeds to your passengers messages by geographic location.

#### Integration with Other Clever Devices Solutions

- IVN - Next stop audio, integrated with AVA and @CleverCAD - communicate command center emergency messages by geographic location
- BusTime - display real-time for arrivals and destinations

Visit [www.cleverdevices.com](http://www.cleverdevices.com) to learn more about other products and solutions