

# Wayside

## Signage Solutions



1	MAIN STREET STATION	DUE
2	WASHINGTON BOULEVARD	5 MIN
3	RAINBOW ROW	8 MIN
4	LIVE OAK AVENUE	10 MIN

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.

The more information you provide to your riders throughout their entire journey, the more likely they are to be satisfied with the service you deliver. We've taken the best in hardware technology and married it with the infrastructure you need to install and maintain signage solutions that not only provide the content your riders need but are easy to manage, update and maintain.

At the bus stop, in the transit center, or on the platform, Clever Devices' **Wayside Signage Solutions** let you provide your riders with the information they need to get where they are going.

### Flexible Screens Designed to Meet Your Specific Needs

Clever Devices offers wayside signage for a variety of installation locations and environments. Our LED and LCD signs are strategically selected from best in class vendors in order to effectively communicate timely information to riders ranging from bus shelters to large transit hubs, while running reliably across a host of environments.

### Integrates with BusTime

Unlike off the shelf signage solutions, our wayside signage is designed to integrate with your BusTime information feed to provide arrival information and bulletins to your waiting passengers.

### ADA Compliant "Talking Signs"

Configure your wayside signs with a familiar yet non-irritating chirp to notify visually impaired passengers of the existence of a sign and guiding them to the location of a button to push to get audio information about route and arrival details.

### Translated Content Capabilities

The talking sign can be configured to read the sign's content in the rider's preferred language

enabling all passengers, regardless of what language they speak or read, to leverage public transportation.

### Easy-to-Use Content Management System

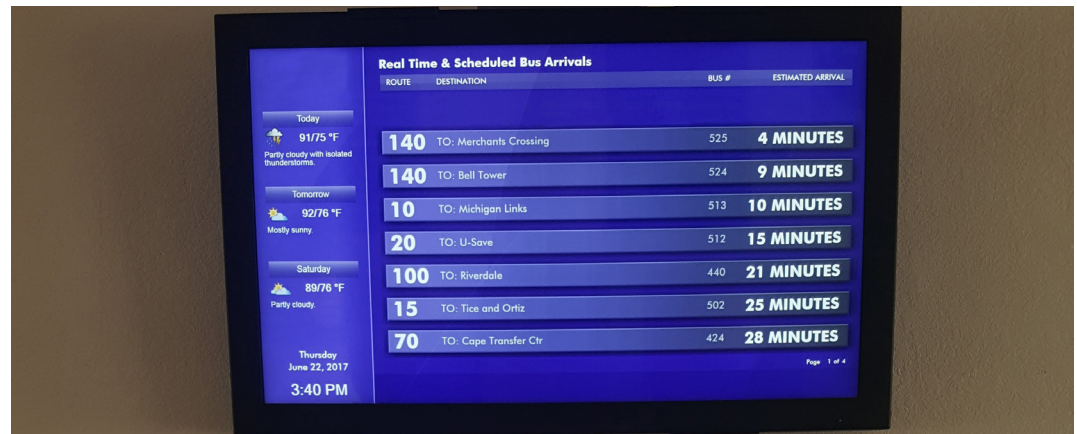
Updating and managing your content is intuitive and straightforward, with an easy-to-use content management system (CMS). Our web-accessible cloud-based CMS lets you configure and schedule static and dynamic content to deliver up-to-the-minute information to riders. Media programming can be quickly changed remotely.

For an added benefit, our wayside signs leverage the same CMS as our onboard CleverVision signs eliminating the need to manage multiple content management solutions and providing your riders with a similar content experience.

### Generate Revenue with Digital Advertising

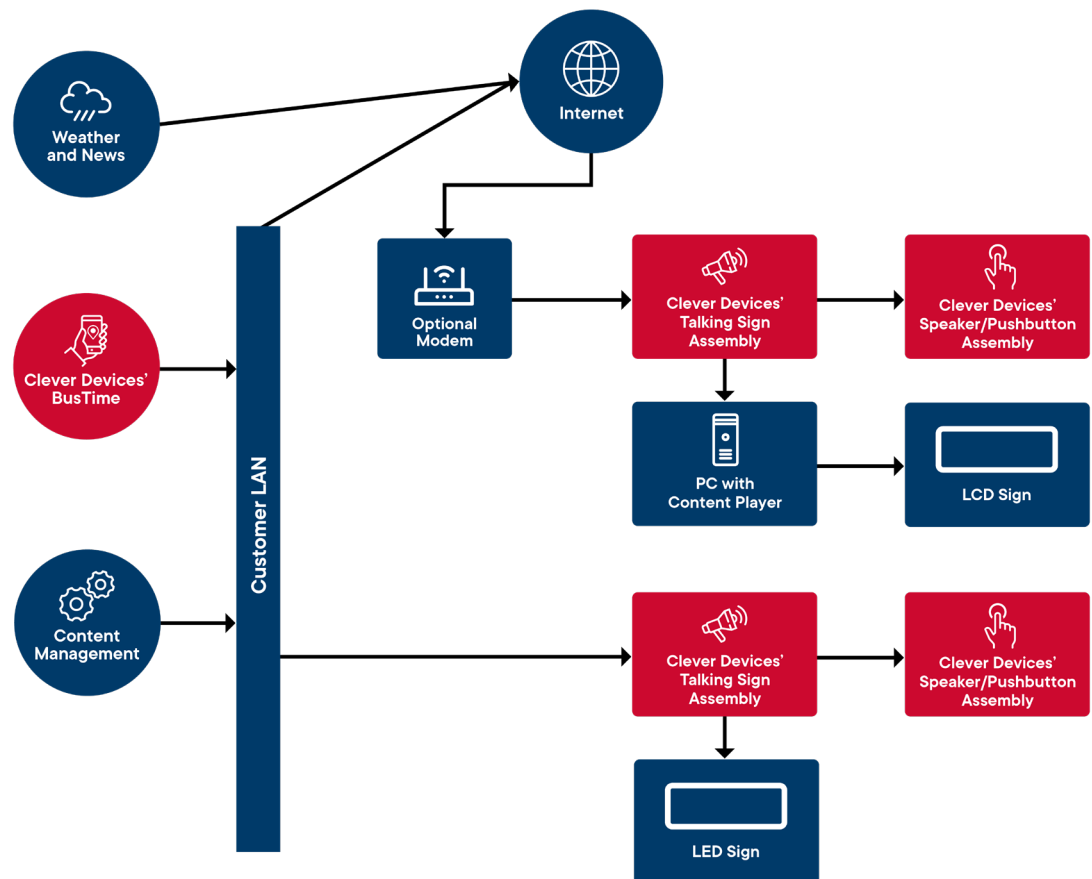
Partner with national and local businesses to deliver highly targeted advertising and other types of dynamic content to generate additional revenue for your agency. Quickly edit, remove or swap content remotely, eliminating the costs associated with manual installation of paper-based signage.

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.



## Flexible Connectivity Options

Our signs support both ethernet and cellular modem connectivity making it easy to quickly install and connect to the LAN in your bus terminal or to a modem in your bus shelter or on the platform.



## Over Thirty Years of Transit Experience

Why deal with a signage provider who can't integrate your systems and doesn't understand what you do? Unlike other signage providers, transit is all we do. We have over 30 years experience in ITS and understand the unique needs of your business and your customers. There's no need to manage multiple vendors who don't understand the needs of your riders and the important role public transportation plays in their daily lives. **Choose Clever Devices – Where Mobility Matters.**

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