

## **Joint practical test held for digital signage in Hiroshima Rapid Transit's "Astram Line" cars**

### **Information on news and events distributed and provided to passengers via wireless transmission**

From November 8 to 13, 2009, Toppan Printing Co., Ltd., Hiroshima Akihabara Juku and Hiroshima Rapid Transit Co., Ltd. will carry out a joint practical test for digital signage on the "Astram Line" transit system operated by Hiroshima Rapid Transit. Digital signage with wireless transition, developed by Toppan Printing in June 2006, will be installed in some cars on the Astram Line. Content will be distributed via wireless transmission. This practical test aims to improve user-friendliness by providing information to passengers in real time using wireless transmission. In terms of the communication environment, in cooperation with Hiroshima Akihabara Juku, the FreeSpots already installed and operated on the Astram Line will be used with newly installed wireless communication lines.

Toppan Printing will install, operate and verify the digital signage terminals, Hiroshima Akihabara Juku will provide support for the setting up of the communication environment and Hiroshima Rapid Transit will provide the cars for the test.



Digital signage devices installed in Astram Line cars

### Overview of the practical test

Name: Joint practical test of digital signage with wireless transmission in vehicles  
Participating: Toppan Printing, Hiroshima Akihabara Juku, Hiroshima Rapid Transit  
Objective: Identify challenges in operating digital signage in vehicles by operating “next-generation wireless transmission digital signage terminals” developed by Toppan Printing in June 2009 inside Astram Line cars.  
Details: - A monitor will be installed in mid-section cars of 2 of the 24 Astram Line trains.  
- Around 10 items of content including news and guidance information provided by local companies in Hiroshima will be displayed for 10 to 15 seconds each and repeated at intervals of 2 to 3 minutes.  
- Content displayed will be downloaded at fixed intervals by the digital signage terminal installed in the car by accessing a special content server via the internet using a wireless LAN router.  
Schedule: Sunday November 8 to Friday November 13, 2009  
Time: At all times when the cars with the digital signage terminals installed are operated

\*Detailed schedule on Astram Line homepage (<http://astramline.co.jp/>)

#### Installation location:

(1) 1 car without a FreeSpot already installed (second or fifth car from the front )

Using 7.2Mbps wireless communication line.

(2) 1 car with a FreeSpot already installed (third or fourth car from front)

Using 200Kbps wireless communication line.

#### Number of units installed:

Two 19-inch monitors (one in each of the abovementioned cars)

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Hiroshima Rapid Transit; head office: Hiroshima, Hiroshima Prefecture; President & CEO: Ryuzou Nakamura

**NOTE: This product is not available in the United States. For more information, please contact Ron Ens at 732-469-8400 ext. 2505.**