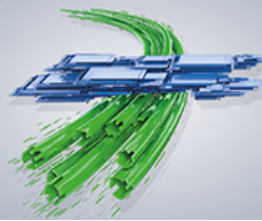




InnoTrans 2018
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BERLIN



**INNOVATIONS
AND TRENDS**

Passenger information and digital signage software for transport



Comprehensive digital signage solution for the railway industry

The DENEVA Passenger Information System evolves into a comprehensive communication system, designed not only for travellers' needs, but also as a potential customer service system in areas around railway stations or airports. ICON Multimedia incorporates its intelligent technology in digital signage to attract passengers' attention more effectively. The DENEVA Digital Signage control system solution for transport includes wayfinding systems, target group measurement that allows targeted advertising campaigns and the traveller's experience measurement based on their emotions. DENEVA software also enables the use of these systems by third-party companies, reducing the costs of public infrastructures. A service desk is available, a personalised multilingual service 7 days a week, 24 hours a day.

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Subject to further change