The ANITA project –
a bespoke solution improves travel in Birmingham

Summary

RSL designed and delivered a bespoke transport information system for Centro as part of an £11million Government project to improve public transport around Birmingham.

Building on their existing relationship with Centro, the West Midlands' passenger transport authority, RSL was able to turn Centro's conceptual sketches and ideas into reality. RSL designed and installed:

- Eight screens in various locations displaying information for bus passengers
- A bespoke two-sided information screen displaying journey information
- Specially designed surrounds to complement the heritage of the area
- Interactive journey planner on the Birmingham Airport/railway station concourse
- Electronic Passenger Information system (EPI) showing departures with real-time updates

Our solution

The ANITA project (Airport NEC Integrated Transport Access) is an extensive, Government-funded, scheme, which aims to improve public transport between Solihull, Birmingham International Airport and the NEC.

A key part of this scheme focused on providing better bus services, reduced journey times and improved facilities for hundreds of passengers. As part of this, Centro wanted to install passenger information display screens at key locations, including the railway and the airport, which could be updated with real-time information.

Centro, the West Midlands' passenger transport authority, had worked with RSL previously on the implementation of an Electronic Passenger Information (EPI) system, which was then upgraded to a media system across all the bus stations in the West Midlands.

"A key part of the scheme focused on providing better bus services, reduced journey times and improved facilities for hundreds of passengers."

The town centre display screen

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Based on this successful partnership, Centro asked RSL to submit a tender for the ANITA project and, impressed by RSL's technical ability and the value for money they offered, they were selected to implement the project.

As part of the tender, Centro included sketches of ideas they had had for the style and design of the screens. It was important that the four screens in Solihull town centre and railway station were in keeping with the local surroundings. RSL created a special design for these screens, incorporating elements of the heritage.

Birmingham International Airport had also requested a special, double-sided, display screen in the airport/railway concourse, to enable passengers to simultaneously view real-time bus departure information, while also being able to plan their onward journey, making their journeys smoother and easier. RSL submitted a design for the unique display screen, meeting Birmingham International Airport's requirements and turning their ideas into reality.

The bespoke double-sided display screen

RSL worked closely with Centro from design to implementation to ensure the screens were successfully installed. Although the installation of the screens has been completed, RSL continues to work with Centro to monitor the screens, clean the units and provide any repairs if necessary.

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Following the successful delivery of the project, RSL has been asked to provide a bespoke light box with Birmingham International Airport's logo in the Baggage Reclaim area at the airport. This will form part of the exciting new rebranding of the area.

The technology

Six 57-inch large format display screens

RSL designs and builds bespoke LCD screens, including protective housing, for a wide range of communication needs. In Solihull, four screens were installed in the town centre and railway station. Centro requested that these screens reflect the local surroundings, so RSL designed a special housing for them, featuring a golden globe.

A further two screens were installed in the airport's bus stands. The vandal-resistant screens display bus passenger information, enabling passengers to find relevant information quickly and easily for their onward journey.

Two 40-inch internal monitors

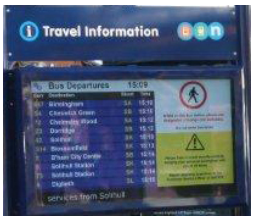
These were installed at the airport in the baggage reclaim areas in each terminal. They enable Centro and Birmingham International Airport to provide accurate, up-to-date bus travel information for passengers, allowing them to plan their onward journey effectively.

One 70-inch bespoke double-sided display

RSL can design and build bespoke hardware for any occasion, enabling information to be shown in a way which complements the surroundings.

Centro requested a double-sided structure, showing bus departures, incorporating a double-sided travel planner. RSL also integrated a thermal printer, which doesn't require any ink.

This bespoke display enabled Centro to provide a more effective service to passengers, through not only displaying departure information but also allowing them to plan and print their onward journey plans.



Up-to-date bus times at bus stops

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Onward journey information at airports

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Electronic Passenger Information (EPI) for all screens

RSL's EPI system is a web-based system that allows you to manage all public transport information on display. You can control what is sent to any of your signs and kiosks, including images, videos, text and voice.

This enables Centro to ensure passenger information is easily kept up-to-date, giving passengers quick and accurate information to allow a smoother onward journey.

One-year maintenance contract

RSL offers highly competitive serving and maintenance contracts, including remote monitoring, on the ground maintenance and housekeeping services, among others.

They provided a one-year maintenance contract for Centro, which included off-site monitoring and on-site cleaning and repairs if required. This support ensures Centro can be confident about the smooth ongoing running of its services.

Conclusion

Adrian Greenslade, RSL's Regional Sales Manager for Midlands and South, said: "We were delighted to have the opportunity to work with Centro on this project, building on our past relationship. We were really pleased to be able to help Centro realise its ideas for a bespoke transport information system, which they say has been very positively received."

If you are interested in the transport information system we provided for the ANITA project, or would like to find out how we can help your organisation, please call **Adrian Greenslade** on **07787 535785** or email him via Adrian.Greenslade@rslkiosks.co.uk**.**

You can also visit our website www.rslkiosks.co.uk.

The EPI system makes screens simple to update

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Adrian Greenslade.
RSL Regional Sales Manger,
RSL

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