



MILAN AT A FINGERTIP! WITH M-CUBE & SCALA'S DIGITAL SIGNAGE THE INTERACTIVE COMMUNICATION ARRIVES IN MILAN

Milan's newly installed interactive totems give visitors and residents all time access to the city transport, travel and events information as part of the ATM Info-mobility project

THE CLIENT

ATM, Milan Transport Agency was established in 1931 to manage the Milan public transport system. In 2006, it was re-structured into a group formed of 15 companies under the holding ATM S.p.A.

The Group manages, under a contract from the Municipality of Milan, the entire public transport system of the city and its province: Tram, bus, trolleybus, metro and train network. ATM, in addition to its core business, has developed the sustainable transport service network, comprising: Bus on demand, Bus by Night and local district Bus, car sharing, bike sharing and car parking facilities near public transport's hubs.

Since 2007 the Group has invested its resources to transform Milan into a smart city: a well-connected and a sustainable metropolitan area.

To meet this objective ATM has developed with the support of the local institutions, an advanced system of info-mobility and a real time communication network providing an added value service to the city transport's users.

THE CHALLENGE

With the project "info-mobility" the Agency has employed innovative technology to improve the customer service and, has developed an integrated information and communication system supporting passengers before, during and after the trip.

The "info-mobility" platform provides updated news on services over several channels of communication: on the internet, at ground stops (1,600 displays), on vehicles (1,000 monitors on the buses), in metro stations, over the media.

To provide an all-round service to support the travelers during their journey, in 2011 ATM, the Municipality of Milan, the Milan's Airport Agency and the Milan Fair sealed a collaboration to equip the city with interactive information points.



ATM Milan Transport Agency

- **Group ATM S.p.A.** formed by 15 companies.
- **ATM Group manages:** the public transport system network for Milan and its province:
 - Tram, bus, trolleybus, underground, train
- **Sustainable transport service network:**
 - Radio Bus, Bus by Night, local district Bus, Bike Sharing, car Sharing, car parks
- **Since 2007** ATM Group is engaged in:
 - Energy efficiency planning,
 - Sustainable transport planning,
 - Innovation technology to improve customer service.

CASE STUDY: ATM INTERACTIVE TOTEM

The project entails the presence of interactive totems at travel hubs around town (metro stations entrance, at bus stops, at the airport, etc.), where residents and tourists can find information on public transports, plan their journey, consult interactive maps, check on-going events and fairs in town, view flights arrival and departure times updated in real time, find emergency numbers and much more.

THE SOLUTION

ATM, knew the success of the project depended on three critical factors:

- **The hardware:** a highly reliable outdoor interactive Totem able to sustain intense usage under all weather conditions
- **The software digital signage:** a reliable and flexible platform that could guarantee the interaction and processing in real time of the data coming from different sources (ATM, Municipality, Airports, Milan Fair)
- **Network planning and management:** good graphic design, intuitive navigability, data integration from a number of sources, upgrading flexibility and monitoring.

ATM singled out the **Interactive Totem by Samsung** as the ideal hardware solution. Roberto Carreri, Project Manager IT Dpt. ATM, said « among a number of available solutions, the Samsung outdoor Totem did stand out for its technological specification, excellent value for money and the unequivocal reliability and support that such an important brand offers».

For the **digital signage solution**, network planning and management ATM turned to **M-Cube**, the company that since 2010 is working with ATM on the project "renewal of the signaling and public information channels" in the underground developed on the **Scala digital signage platform**. (see M-Cube case study "ATM digital signage for Milan public transport network")

Samsung Technology

The Samsung digital signage Totem is especially designed for the outdoor use. It measures 195 cm in heights, 75 cm in length and 68 cm in width. The sleek case engineered for durability outdoors has a built in 46" touch screen monitor



*«ATM advocated this project to provide the city of Milan with a comprehensive information service available at all times – said **Roberto Carreri, responsible Project Manager IT Dpt. ATM** -.*

To ATM this is the opportunity to offer an added value service to the passengers and to bring them closer to our reality».

CASE STUDY: ATM INTERACTIVE TOTEM

with system cooling technology. The display 1500 nits brightness and 3500:1 contrast ratio assures excellent visibility from all angles even in direct sunlight and the infrared technology gives the touch-screen an exceptional speed and sensitivity assuring high performance.

The protective glass, the shock sensor and a camera provide added protection against vandalism acts.

The Totem is fixed to the ground through an anchorage system designed to guarantee stability.

The Contents

M-Cube has developed the ATM's interactive Totems project on the platform Scala5, the digital signage software also used for the renewal of the information channel in the underground. It come natural to ATM to choose Scala also for this project, given the impeccable Brand reputation and the proven record of the platform reliability, performance and network management flexibility it provides.

M-Cube has designed the graphic and navigability of the touch-screens aiming at usability and intuitive access to information.

The content, available in multiple languages, is organized in themes' areas.

- The first area is dedicated to the public transport and viability, with real time updates provided by ATM's Operation Control Centre.
- The Milan Municipality area provides information on events, places of interest, tourist information and cultural activities taking place around town.
- The Airports area provides information on Milan Linate and Milan Malpensa airports, it gives flights arrivals and departures times, delays or cancellations updated in real time.
- Milan Fair area provides information on ongoing fairs and exhibitions in town.
- The geo-localization service provides interactive maps to find the nearest bus or metro station, to locate the nearest pharmacy, to plan one's journey viewing route and transport to use to get to destination; enlarge, zoom in, scroll the map at the touch of the finger!

Network content integration and management

To ensure effective real-time updating of the information on the entire network (e.g. Flights arrivals and departure, public

Mario Levratto, Marketing Director IT Division Samsung Italia

« The ATM's multi-media interactive Totems are an important milestone for Samsung, confirming that our digital signage solutions are revolutionizing the world of communication.

This project has underlined the importance that relies in an optimal synergy between the technological excellence of Samsung systems and the project development quality provided by our trusted partners, result of a strict selection process»



CASE STUDY: ATM INTERACTIVE TOTEM

transport reports, etc.), the content is managed by a dynamic integrated database update system developed by ATM IT Department in collaboration with M-Cube.

The data received by the Airports' Flight Management Systems and by ATM, Milan Municipality and Milan Fair's databases, is automatically converted by the application in the required format for vision on the interactive totem.

M-Cube provides the ongoing assistance for the network growth and the new content integration.

THE BENEFITS

- The interactive Totem provides a range of information services of public utility, easily accessible and updated in real time
- The interactive multimedia system enhance the customers' experience providing a service level that cannot be reached by the traditional static communication media
- User friendly and multi-lingual service
- Reliable network system ensuring operation under all weather conditions
- Maximum flexibility of the platform to respond to all future growth requirements

"By using Scala software ATM has chosen the platform that gives them optimal flexibility for integrating various data sources in their digital communication strategy. Data integration combined with superb presentation of that data is currently one of the most important aspects in digital communications," states **Damon Crowhurst, Senior Director at Scala**. "Because of the intuitive interactive system that M-Cube has created, the users of the totems can now access all traveling information that they need for their specific requirements instantly."

THE FUTURE

The Totem testing phase is almost concluded. The first two installations located at the entrance of San Babila and Cadorna underground stations have been operational for about five months and have met the approval of ATM.

The interactive totem have surpassed all expectations withstanding the extreme weather conditions of this past winter and summer getting a very positive feedback from the community.



Leonardo Comelli, Sales Director M-Cube

« The ATM's Interactive Totem has highlighted the potential of this new communication media.

It is a one of the kind digital signage project with an high-impact social, cultural and economic valence. The system we have developed is able to process in real time data coming from an unlimited number of sources and has the flexibility to adapt to any future network growth requirement»

ATM is planning to extend the number of interactive totems to 9 in the next coming months, and is considering to extend the project to all underground stations in the future.



Samsung Electronics Co. Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1

billion. Employing approximately 222,000 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit. www.samsung.com



Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions.

Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. www.scala.com

ABOUT M-CUBE

M-Cube SpA, part of the Media-Technologies Group, started its operations in 2001 from the vision of offering new technology marketing solutions for the point of sale. M-Cube started its activities with the patented technology of web-based in-store radio and in 2004, sealed its partnership with Scala for the Italian territory.

M-Cube specializes in audiovisual/multisensory technology and is a leader on the Italian territory for the development of ad-hoc solutions. As a dynamic company in continuous evolution, M-Cube is capable of adapting the new market trends to the specific needs of its customers coming from multiple industry sectors: banking, retail, corporate, hospitality and transport. M-Cube has offices in Trieste and Milan (Italy).

M-Cube customers include: Giorgio Armani, Trussardi, Benetton, Mc Donalds, Euronics, Esselunga, Despar, Stefanel, Iilly, UBI Bank, ATM Milano and many more

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