



On-board LCD Panels as Advertising Tool



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Public transportation is one of the most efficient advertising areas for getting the attention of potential customers. Advertising on city buses has many advantages. Such ads reach more audiences because they are literally in front of passengers' eyes throughout the whole route and cannot ignore or turn it off like web banners. Traditional exterior advertising on city buses (King and queen signs, Tail signs) has proven its effectiveness. But interior advertising with LCD screens is getting more important due to its flexibility: *it enables location, interval, and time-based ads, as well as audio support*. Not only do interior bus ads reach the target audience with ease, but they are also incredibly cost-effective. When compared with traditional outdoor printed ads, buses that are already equipped with passenger information screens cost less while still having a strong impact.

kentkart's on-board LCD Panels as an advertising tool

kentkart helps transit operators to make important breakthroughs in the field of [passenger information systems](#). Our on-board LCD panels allow broadcasting data from a wide range of sources (line and stop information, weather forecasts, news, etc.). It helps passengers track real-time vehicle location and route information via audio and visual channels. Add to this the ability to display and manage ad campaigns, and you get a powerful passenger information and advertising tool.



kentkart technologies enable three types of transit advertising:

1. Geolocation (WKT)



2. Time-based (Interval)

3. Location-based (Bus stop)

Geolocation ads (WKT) can be used to attract passengers to certain locations. For instance, an ad can show up on screen once the bus approaches the newly opened grocery store, etc.

Time-based (interval) ads are the most popular ad type in which ads are displayed in a particular time sequence. For example, the newly opened grocery store ad can be shown once every 5 minutes.

Location-based (bus stop) ads are much like geolocation ones. The only difference is that they are usually displayed once the bus reaches specific

bus stops on the route.

Written by **Hüseyin Çakır**

Software Development Specialist at kentkart

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