

## Successful Stories

Industrial Digital Signage Panel PC

# MetroTV® 1st Wireless Subway On Board Information Entertainment and Advertising System in Latin America

## Metrolook, Metrorrey, MEXICO

Metrolook is a professional company working in IP-TV and Media Production. They just rolled out the 1st wireless Infotainment system in the Subway of Monterrey (Mexico). The system includes 32 train stations, 70 trains and a total of **pcs 19" Chassis LCD Monitors from Winmate, specially designed to fulfil the Train application** requirements. All components have been tested and verified in Europe (Spain) to be certified under european train standards such as temperature, vibration, magnetic fields, etc.

The solution is called "Metro TV®", started this January as a Multimedia Wireless Subway Interactive On Board Information and Entertainment System, consisting of **5 19" Chassis LCD (Winnate) vertical oriented, anti-vandalic, industrial di** installed on every train. It is the first, largest (350 display) and most complex (wireless and moving) multizone digital signage solution in Latin America.



Since every train can run independently, each time it passes a station it updates content through a wireless bridge. The content includes fresh local and national news, weather, sports, entertainment, videos and advertising. Interactive applications such as SMS let the train user (over cell phones) to vote or participate on trivia, quiz or video contest. Using a powerful software we created several multizone layouts that perform as an electronic magazine and make a nice look.



News are provided every 4 hours by the largest news group in Mexico to an automated editing system developed by Metrolook which places photos, titles and text in place as they arrive on the system. Content is made or edited at Metrolook's in-house digital media production department and then managed and sent to the system, 800 kilometers away through a connection.

On the advertising side several brands and giant media companies such as Unilever and Converse have settled already annual campaigns benefited through innovation of the system which includes interaction through SMS technology.

Metrolook, leader in Digital Signage solutions in Mexico has developed, implemented and keeps operating digital solutions at airports, bus terminals, shopping centers, retailers, banks, fitness centers, corporate offices, laboratories and hotels and others.

For more info on Metrolook, go to: [www.metrolook.tv](http://www.metrolook.tv).

The system reaches over 7 Million travellers per month with an average transit time of 25 minutes per ride.

For more info on Winmate, go to [www.winmate.com.tw](http://www.winmate.com.tw)