



infotainment

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Raise revenue while supporting independent journeys

infotainment is a Real Time Information (RTI) display service that incorporates advertising slots to increase your revenue and add value for your passengers.

Display location and time-driven content at the points where it is most effective and make your passengers' journeys easier and more accessible.

Share Information

Keep your passengers up to date with vital information including:

- Current stop, next stop and route information
- Passenger information such as new services
- Advertisements
- Video clips
- Photographs
- Television shows

Increase revenue

The React infotainment module can deliver advertising messages to passengers close to the point of purchase and at a point where they can act on the message.

You have the opportunity to sell this advertising space, just some of the benefits include:

- Target specific customers based on their route
- Save costs when compared with paper-based advertising
- A captive audience
- Take advantage of an 'uncluttered' medium, your passengers are less likely to 'tune out' your messages



About REACT Technologies

REACT Technologies is the only European licensed supplier and manufacturer of RNIB React Enabled accessibility technology in the UK, including the infotainment Real Time Information display.

You can trust us to bring innovation and credibility to you or your clients' projects, while positioning you as a trusted leader in improving public transport accessibility and encouraging independent living.

RNIB React Enabled



supporting blind and partially sighted people