

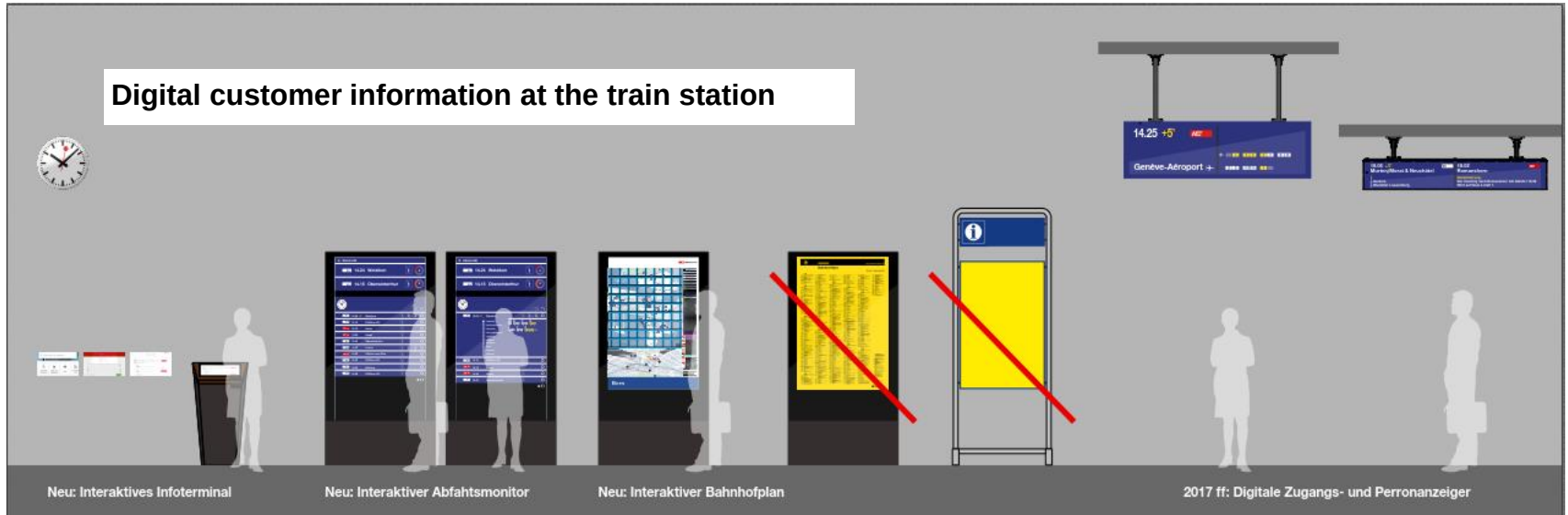


SBB CFF FFS

Dynamic and interactive customer information

Patrick Diggelmann

From static to dynamic & interactive customer information





New interactive devices for all kind of information



Informationen SBB CFF FFS

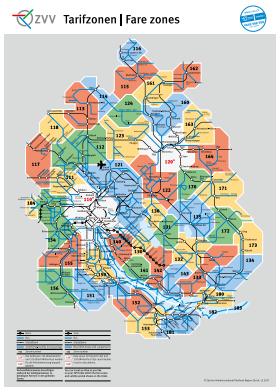
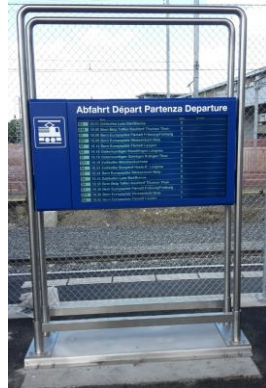
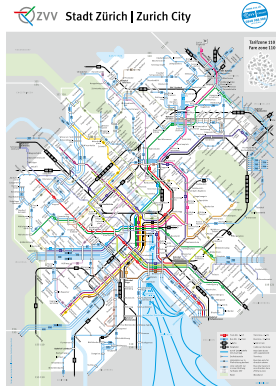
Nach	Ab	Via	Hinweis
10:10 Zürich Flughafen	4	Zug Thalwil Zürich HB Zürich Carlisle	
10:10 Engelberg	10	Stans Oerliwil Wolferschiessen Grödenort	
10:12 Giswil	14	Almend/Mosse Horw Hergiswil Sarnen	ca. 5' spät
10:14 Sursee	6	Emmenbrücke Sempach-Neuenkirch Nottwil	
10:16 Langenthal	5 AB	Uttau Mörsen Wolhusen Mülau Rutwil	
10:18 Langnau i.E.	3 A	Uttau Mörsen Wolhusen Einsiedeln Escholzmatt	
10:18 Lugano	7	Arb-Goldau Bellinzona	
10:21 Basel	9	Sälen Buchrain Root D4 Rotkreuz Cham Zug	
10:27 Wolferschiessen	14	Almend/Mosse Horw Hergiswil Stans Dallenwil	
10:30 Basel SBB	3	Sursee Zofingen Olten Gelterkinden Olten	Gruppen Sek. C
10:32 Lenzburg	7	Emmenbrücke Balbel Hochdorf Balwil am See	
10:36 Zürich HB	6	Rotkreuz Zug Baar Thalwil	
10:36 St. Gallen	2	Verkehrshaus Mäggen Ar-Goldau Rapperswil	
10:42 Giswil	14	Almend/Mosse Horw Hergiswil Sarnen	
10:44 Sursee	9	Emmenbrücke Sempach-Neuenkirch Nottwil	

Icons: SBB CFF FFS logo, wheelchair, heart, and other symbols.

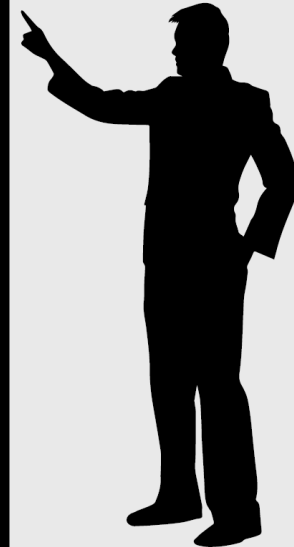
Maps: Several small maps showing routes and locations.

Photo: A man and a woman smiling and talking.

Interactive Customer Information Display



Warnhinweise bei ausgeklapptem Zug



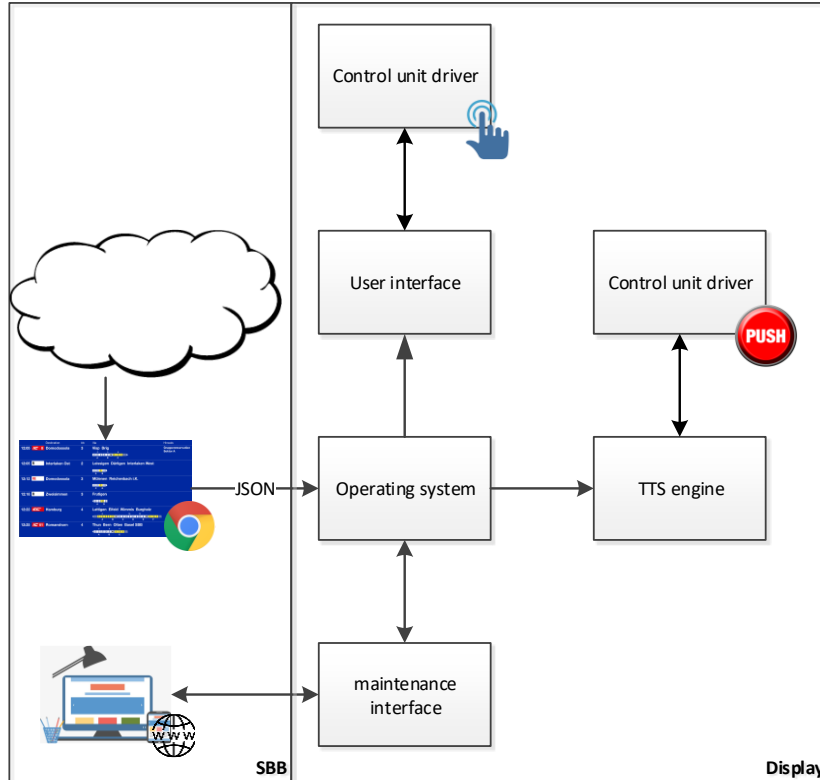
Improve customer satisfaction through augmented reality



Screen to mobile



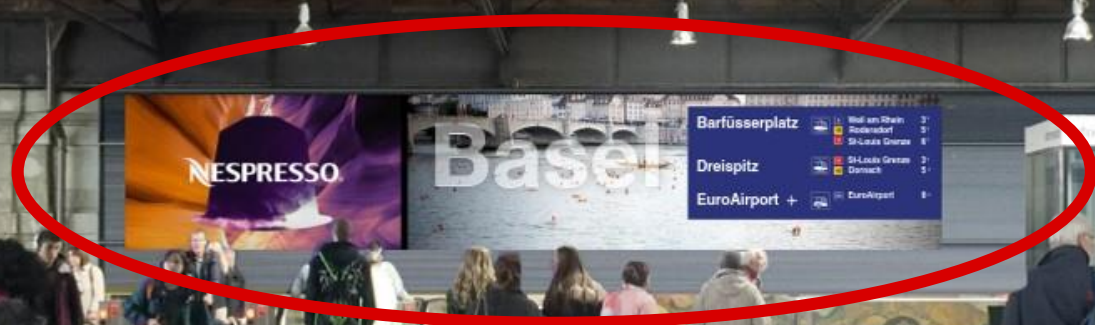
Interactive Customer Information



Digital Board for connection information



↑ 30 - 35 1 - 4 →



Barfüsserplatz	Wald am Stein	31
	Riedersdorf	31
	St-Louis Grosse	8
Dreispitz	St-Louis Grosse	31
	Grenchen	31
EuroAirport +	EuroAirport	8



 1	Draisenbrücke	5'	13'	D	 10	Rodersdorf, Station	11'	H
 5	Eglise	9'	16'	F	 11	Aesch, Dorf	7' 15'	G
 9	Birmingen, Kronenplatz	9'	16'	E	 11	St-Louis Grenze	6' 13'	H
 15	Kleinzingen	15'		J	 30	Badischer Bahnhof	4' 11'	C
 15	Neuwellerstrasse	3'	10'	E	 48	Bachgraben	4' 19'	A
 16	Dornach Bahnhof	4'	12'	G	 50	EuroAirport →	2' 10'	B
 16	Ettingen, Bahnhof	4'	18'	H				
 16	Fäh, Bahnhof	10.50		H				



Advertising and connection information



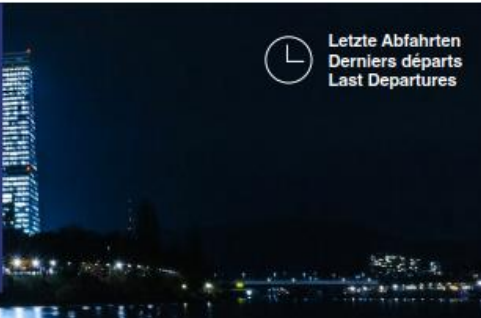


Barfüsserplatz		<table><tr><td>8</td><td>Weil am Rhein</td><td>3'</td></tr><tr><td>10</td><td>Rodersdorf</td><td>5'</td></tr><tr><td>11</td><td>St-Louis Grenze</td><td>6'</td></tr></table>	8	Weil am Rhein	3'	10	Rodersdorf	5'	11	St-Louis Grenze	6'
8	Weil am Rhein	3'									
10	Rodersdorf	5'									
11	St-Louis Grenze	6'									
Dreispietz		<table><tr><td>11</td><td>St-Louis Grenze</td><td>3'</td></tr><tr><td>10</td><td>Dornach</td><td>5'</td></tr></table>	11	St-Louis Grenze	3'	10	Dornach	5'			
11	St-Louis Grenze	3'									
10	Dornach	5'									
EuroAirport ✈		<table><tr><td>50</td><td>EuroAirport</td><td>6'</td></tr></table>	50	EuroAirport	6'						
50	EuroAirport	6'									



	1 Dreirosenbrücke	6' 12'
2	Binningen Eglise	6' 12' 2' 10'
8	Neuweilerstrasse Weil am Rhein	6' 12' 2' 10'
10	Rodersdorf Dornach	2' 10' 6' 12'
11	St. Louis Grenze Aesch Dorf	2' 10' 6' 12'

	50 EuroAirport ✈	6' 12'
30	Bad. Bhf	6' 12'



**Letzte Abfahrten
Derniers départs
Last Departures**



Real time picture with augmented reality



Thank you.