

*For Immediate Release*

## **WebDT Signage System Drives Home Dynamic Customer Communications at Taipei City Hall Bus Station**

**DT Research – San Jose, CA – October 5, 2010** - DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, today announced the installation of the WebDT SA2000 digital signage appliances at the Taipei City Hall Bus Station in Taiwan, a major transportation hub for Taiwan's capital.

The WebDT SA2000 digital signage appliances are paired with screens in various sizes throughout key locations in the bus terminal. Traveler information is continuously updated from the database, and station agents can instantly send out communications and alerts. There are 18 platforms showing bus company names, arrival and departure times, and advertising, 6 ticket counter areas displaying ticket pricing and timing, and the waiting area showing bus travel information and news.



The SA2000 player delivers high definition quality content in a fanless, robust design, with a small footprint for easy mounting. The included WebDT Content Manager (WCM) software enables the terminal administrators to quickly create screen layouts, schedule the playlist files, and preview content before publishing to the screens. The WCM software allows management of content both remotely and locally, so that on-site agents can update last minute platform changes, and the advertising department can send the media files to designated screens from an off-site office as well. The optional WebDT Software Development Kit (SDK) enabled the integration of the system with the terminal database for seamless information updates.

As part of the infrastructure upgrade projects for Taipei including the Main Station project of 2009, the Taipei City Hall Bus Station project goals were to create a modern and comfortable environment for travelers. The 6700 meter-square terminal is close to local administrative, financial, and commercial facilities such as Taipei City Hall, Taipei World Trade Center, and more. The bus terminal is part of a 31-story structure with retail center, department store, food court, hotel, plaza and park, and parking garage.

The stable, powerful performance of the SA2000 and the comprehensive yet intuitive WCM software for efficient content management makes the WebDT digital signage systems a clear choice for transportation locations such as the Taipei Bus Terminals.

**About DT Research**

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. WebDT products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit <http://signage.dtri.com>.

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