



Case Study



Smart Ferry Signage - Wagenborg

The customer – Wagenborg Passenger Services

Wagenborg Passenger Services, a division of Royal Wagenborg in Delfzijl, the Netherlands, has been transporting hundreds of thousands of visitors to the Wadden Islands of Ameland and Schiermonnikoog per season for more than one hundred years.

Wagenborg Passenger Services is the most famous division of Wagenborg, certainly for the general public. With a history of magnificent encounters, stormy passages, and above all dedicated people.

The Scope

Wagenborg Passenger Services was looking to optimize the passenger communication on their ferries, during

their trips to and from the Wadden Islands in the North Sea. With carrying up to 1,200 people per transportation effective passenger communication is crucial, especially when it comes to boarding and exiting procedures and safety awareness.

The existing static format needed to be replaced by a digital one to improve passenger service by showing actual minute by minute information.

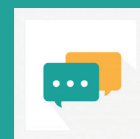
To offer a better way to inform their passengers about the several onboard procedures Wagenborg wanted to display instruction videos at predefined moments.

The ferry company turned to Freed Interactive, a Dutch company specialized in mobile and digital solutions for advice and deployment of the project.

Transportation



Passenger Information



Social Media



Advertising

Freed Interactive selected PADS4 digital signage software by NDS based on the possibility to seamlessly adapt the software into the total communication solution and most of all the easy integration of real-time data from any source.

With the transition to digital communication the Wagenborg digital signage system needed to be connected with several data sources to display information that would be relevant for passengers at the right time.



A real challenge was that the staff of the Wagenborg ferries had hardly any knowledge how to operate the system and how to place messages on the displays. The Wagenborg Passenger Services demanded that the system had no effect on the workload of their staff.

The Solution

The first challenge has been solved by integrating GPS data into the digital signage system. Based on the position and direction of the ferry the content on the screens is being triggered by GPS coordinates.



Every route has been divided into 5 zones. Each zone requires different content, based on passengers' demands and ferry location, varying

from boarding procedures, to safety videos and tourist information.



Furthermore, NDS managed to collect and display the required information by connecting with a wide variety of data sources such as Twitter, Weather and News feeds, the Wagenborg web shop and POS system.

They also used the North Sea Tide data base, Google Maps and web cam footage to provide the passengers with specific travel updates, such as remaining travel time, current location and tide and sea level information.

The other challenge regarding the workload impact operating the digital signage system has been tackled by Freed Interactive. They have incorporated the out-of-the-box PADS4 digital signage software into a tailor made CMS. Combined with the GPS application Freed Interactive delivered a dynamic and fully automated digital signage solution, without demanding any signage knowledge and resources from the Wagenborg staff.

The Result

NDS successfully deployed a challenging DOOH (Digital Out of Home) network driven by GPS on the Dutch Wagenborg Ferry.

The digital signage solution has made a big impact on the passengers' experience. The boarding and disembarking time of the passengers have been reduced increasingly, due to the dynamic instruction videos shown throughout the entire ferry. Also, the sales of the Wagenborg products in the web shop have gone up since the transition from static to dynamic signage.

"The smart way how PADS4 collects and displays our information has really optimized to our passenger communication"

Ger van Langen, CEO Wagenborg Passenger Services

With PADS4 Wagenborg Passenger Services has a solution that fully benefits from already existing in-house information sources. It not only provides passengers and staff with specific route based infotainment, PADS4 also plays an essential part in the onboard procedures and safety awareness on the ferry.

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