

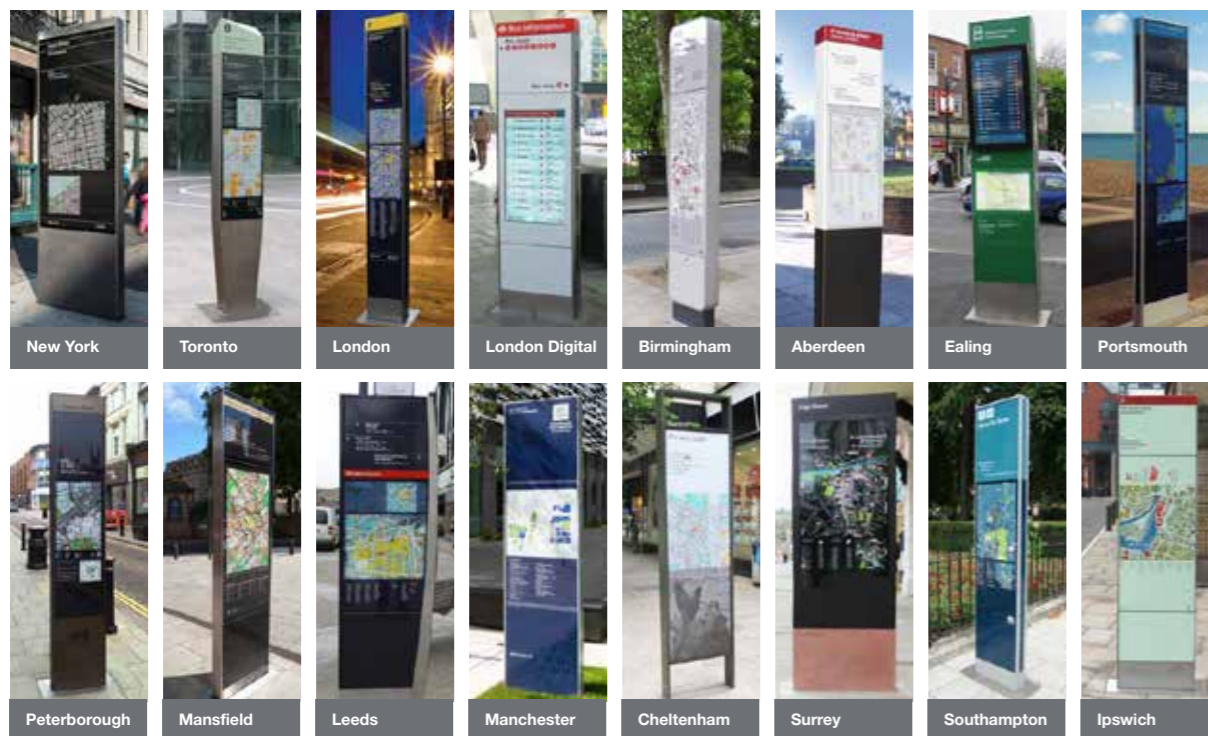
## Why choose Ferrograph?

### Leaders in outdoor & indoor digital smart city totems

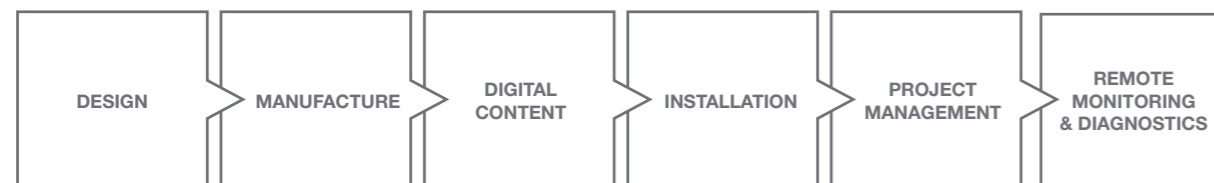
Following Ferrograph's 40+ year experience in the design and manufacture of exterior digital displays for public transport environments and the subsequent successful roll out of digital outdoor advertising displays at locations throughout the World over the last 10+ years, Ferrograph has continuously innovated its digital display range to ensure optimum performance and reliability.

Working closely with public transport authorities, outdoor advertisers, retailers and the DOOH market, Ferrograph are able to provide proven, cost effective solutions for both single and double sided digital displays in a range of attractive enclosures, for a multitude of industry sectors and applications.

Ferrograph is a world leading provider of exterior digital displays.



### A complete 'end to end' service



Contact our sales office on **0191 280 8800**, email us at [info@ferrograph.com](mailto:info@ferrograph.com) or visit [www.ferrograph.com](http://www.ferrograph.com) for more information on any of our products

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ENABLE INTELLIGENT NETWORK CONNECTIVITY

ATTRACT NEW RESIDENTS & TOURISTS TO YOUR CITY

BETTER QUALITY OF LIFE & REDUCED ENERGY USAGE

# SMART CITY Outdoor Digital Totems & Kiosks

Join the intelligent mobility revolution

- VIBRANT DISPLAYS
- WEATHERPROOF
- SUNLIGHT VISIBLE
- INTERACTIVE
- INTERNET ENABLED
- WIFI HOTSPOTS
- PEDESTRIAN INFORMATION
- RUGGED ENCLOSURE
- HELP AND ASSISTANCE
- USB DEVICE CHARGING
- DIGITAL ADVERTISING DISPLAYS
- INTELLIGENT DIAGNOSTICS
- RELIABLE OPERATING SYSTEM
- ENVIRONMENTAL



A pioneering technology and manufacturing company

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A pioneering technology and manufacturing company

**FERROGRAPH**



Smart City Rail



New York



London



Stansted Airport



Peterborough



London



Ealing Broadway



Birmingham



Heathrow Airport



Interactive Digital

# What is a Smart City?

**A Smart City is one that has digital technology embedded across all city functions to provide quality of life and a clean and liveable environment to live smarter.**

Ferrograph's pioneering technology division, 'Ferrograph', continues to drive the Intelligent Mobility revolution globally with further technological advances to its range of ultra-intelligent transport and wayfinding products.

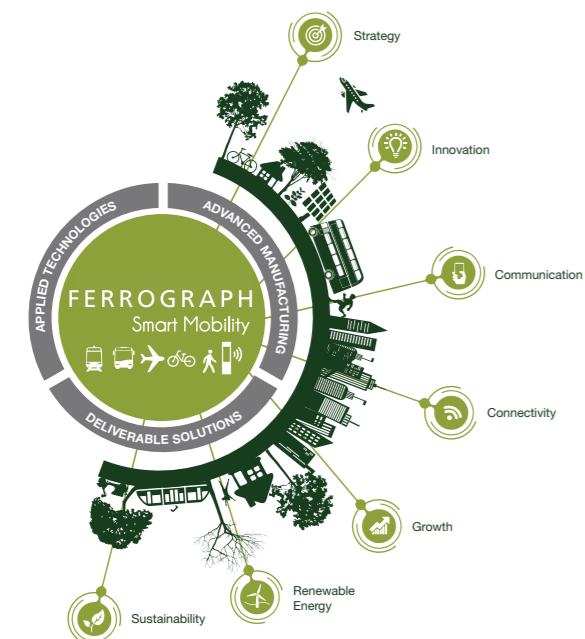
Ferrograph's range of people centred, smart, sustainable and safe travel solutions harness emerging technologies, enabling the smarter, greener and more efficient movement of people around the world.

Intelligent Mobility is about taking a very different approach to the challenges that have traditionally beset the transport sector, whether it be congestion, pollution or the lack of joined up interface between different modes of transport.

Ferrograph is helping transit agencies and cities globally by transforming public transport hardware in urban environments into highly intelligent, ultra-connected smart communications infrastructure, applications and networks.

Intelligent Mobility is the future of transport. Our SmartCities product developments harness innovation and emerging technologies to create more integrated, efficient and sustainable public transport systems.

It marks an exciting coalition between traditional transport systems and our ultra-technology and communication products and services that can exploit vast amounts of available multi-layered data.



## Key Benefits of a Smart City

- **Strategy** - Better city planning and development will improve productivity and services delivered to citizens
- **Innovation** - Digital technology and innovation will enable a better quality of life and reduced energy use
- **Communication** - Wireless communications through computing technologies
- **Connectivity** - Enable intelligent network connectivity through use of Wi-Fi hotspots
- **Growth** - Attract new residents and tourists with great air quality, low utility costs, reliable public transport
- **Renewable energy** - Increase renewable sources of energy through use of smart meters
- **Sustainability** - Optimize the use of resources, including water, fuel, energy, and even waste

**Smart Cities Products for Intelligent Mobility**  
For more information visit [www.smartcities-global.com](http://www.smartcities-global.com)



# Ferrograph's Smart Mobility Digital Totems Digital Communication & Information Points

**The efficient, effective movement of people relies on the efficient, effective movement of Information. Ferrograph's 'Smart Digital Totems' are key technology links within the Internet of Things and Smart City revolution.**

Many towns and cities throughout the World have introduced Ferrograph's Smart City Digital Totems and wayfinding systems and are enjoying the significant benefits. Ferrograph are the leader in outdoor Digital Smart Totems, Digital Displays and Wayfinding Signage. We have supplied many of the World's leading towns and cities.

By providing Wi-Fi, internet accessibility, device charging and access to digital information, public information, emergency assistance, CCTV and data points in key cityscape locations, Ferrograph's totems promote smart city living and personal mobility to residents, commuters and visitors.

It provides them with access to information which helps them navigate around the city on foot or by public transport. With user friendly, easy to use detailed maps and digital interactive displays showing which routes and directional path to take, smart totems can also boost local business and the economy by increasing passing trade and energising locations.

## Improving Life in Cities

The purpose of Ferrograph's totems is to improve quality of life by using urban informatics and technology to improve the efficiency of services in a city, reduce pollution and meet the needs of its citizens.

With significant health and environmental benefits, Ferrograph's smart Mobility Digital Totems encourage walking and public transport, reducing congestion, greenhouse gas emissions, air pollution and creates cleaner towns and cities and cleaner air.

## Key Benefits and Features of Ferrograph's Smart Totems:

- **An essential product to enable cities to embrace the SmartCity and Intelligent Mobility revolution**
- **Interconnected** - Providing Wi-Fi connectivity - an essential Internet of Things platform
- **Device charging via USB ports**
- **Internet enabled**
- **Digital Advertising Platform** - providing valuable advertising revenue
- **Accessibility** - Making your town or city fully accessible to pedestrians, commuters and tourists
- **Promotion** - Quickly identifies routes, destinations and promotes your town or cities specific places of interest
- **Economy** - Boosts local business and the economy by increasing footfall and trade
- **Health** - Encourages walking and provides health benefits to all
- **Reduced Congestion** - Reduces reliance of other forms of transport and mass transport
- **Environmental** - Reduces road traffic congestion, exhaust emissions and greenhouse gases
- **Air Quality** - Reduces air pollution and provides cleaner air
- **Safety** - Creates safe and welcoming environments by directing people to the right areas
- **Transport Links** - Enhances key routes in and around the city centre, promoting and linking public transport interchanges
- **Designs** - Range of contemporary, modern and historic designs available to suit your town or city