

Metrolinx Digital Signage Network

Presented to the City of Vaughan,
June 11, 2013

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Communication

CW: JUNE 11/13

Item: 35

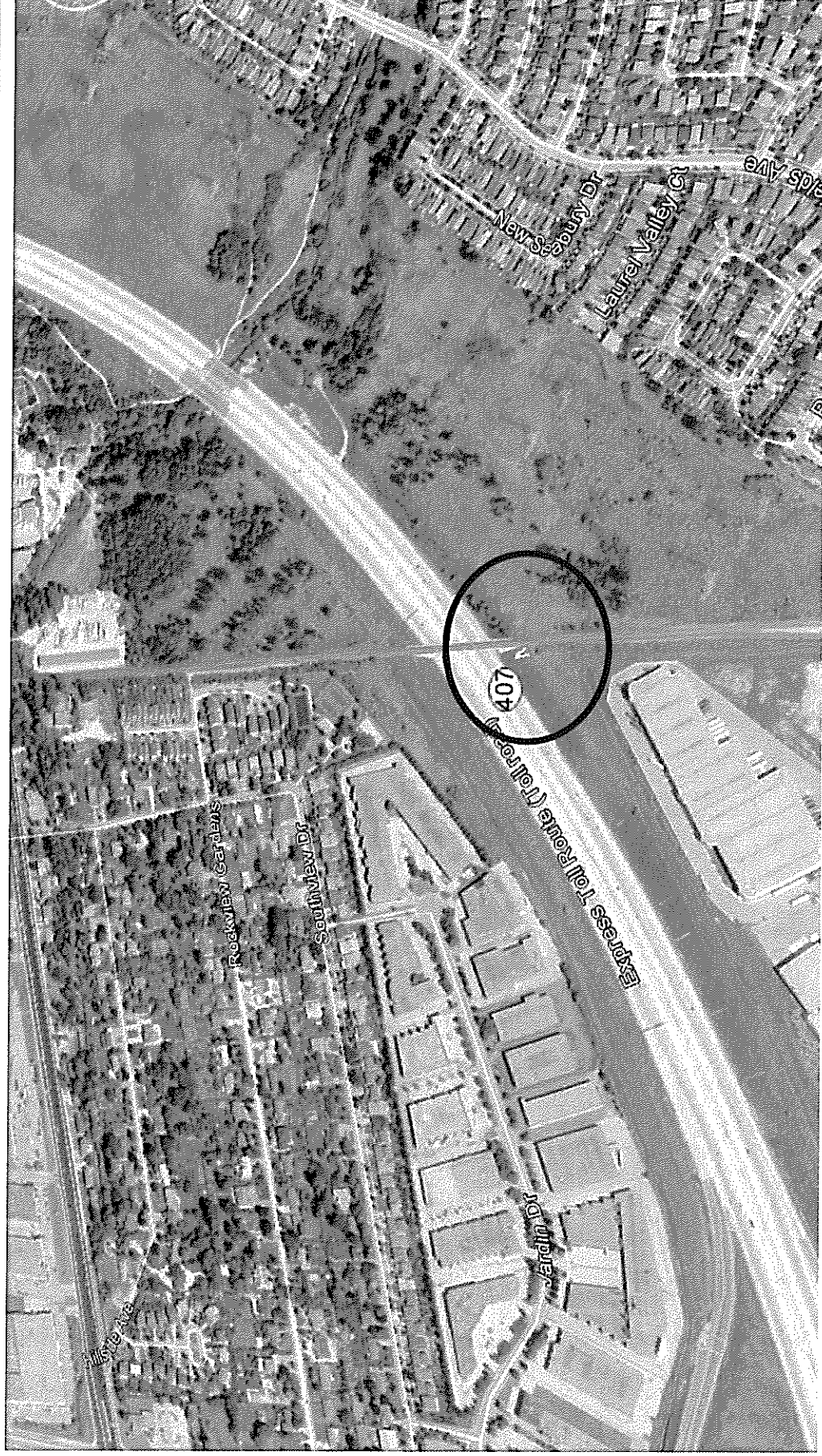


PROJECT OVERVIEW

- Allvision contracted with Metrolinx to Develop a Digital Signage Network on its Rail Corridors
- Allvision has identified a pool of Potential Locations, including Highway 407 east of Keele in Vaughan
- Metrolinx is seeking support from Municipalities where Potential Locations reside
- Participating Municipalities will have access to 5% of time on each Digital Screen
- Project is subject to final approval from MTO

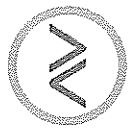


Metrolinx Proposed Digital Sign in Vaughan



Hwy. 407 1.0 km E/O Keele St. SS, FE/FW





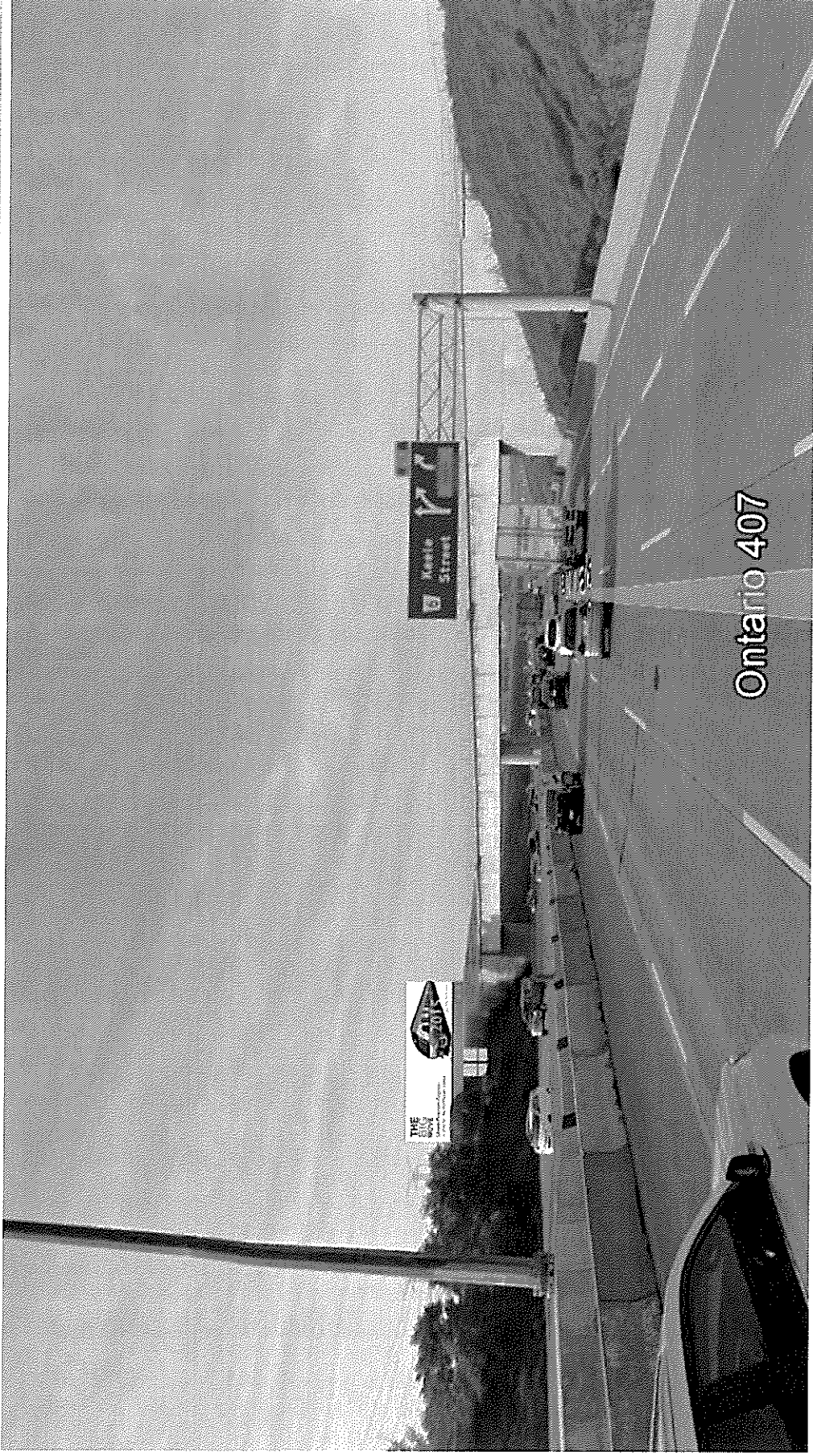
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Hwy. 407 1.0 km E/O Keele St. SS, FW



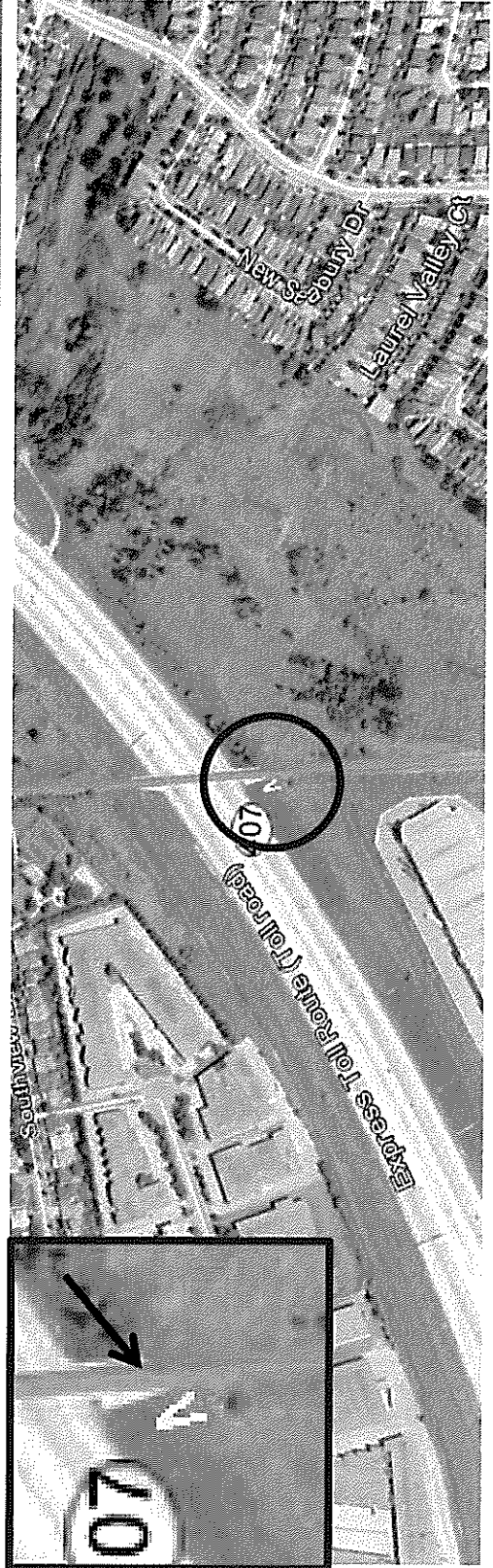
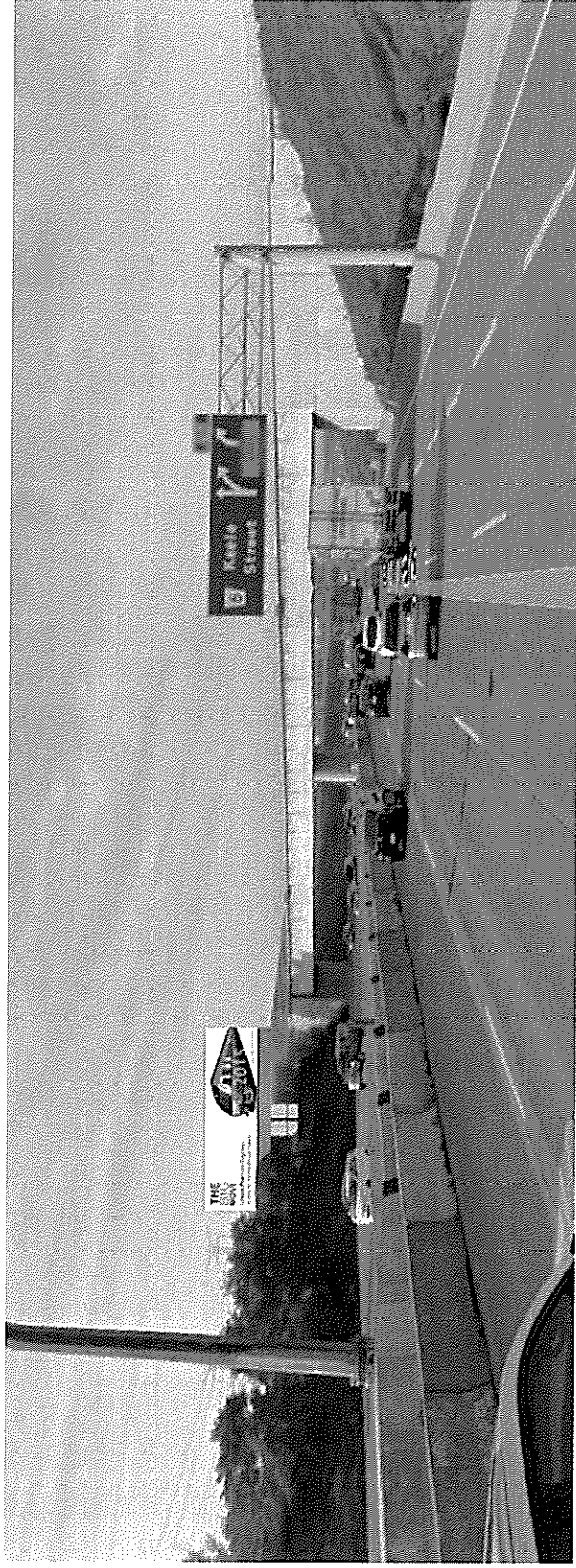
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Hwy. 407 1.0 km E/O Keele St. SS, FE



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Hwy. 407 1.0 km E/O Keele St. SS. FE



Technical Information on Digital Signs

- Digital signs shall display static copy only (no Video)
- Each advertisement will be displayed for 10 continuous seconds
- Transition between advertisements will be less than 1 second
- Light levels to meet with new City of Toronto requirements or other standards established by City of Vaughan



Community Benefits

- Vaughan Messaging for Community Events/Initiatives
- Metrolinx Messaging promoting Public Transit Initiatives
- Safety Messaging (Emergencies, Amber Alerts etc)
- Money for Public Transit and Bridge Improvement Program
- Green technology and reduced carbon footprint



CONCLUSION

Metrolinx and Allvision are seeking a letter of support from Vaughan Council for its Digital Network and Confirmation that it would like to be a participating member of the Network