

SMART BUS HUB SOLUTIONS

Transform Passenger Journeys with Scala

Smart Bus Hub Solutions Across Every Touchpoint

From bus bay arrival to final departure, Scala powers every stage of the passenger bus journey with smart digital signage that informs, guides, and engages. The result: smoother operations, reduced waiting times, and a calmer, more connected travel experience.

ENTRANCE

- Schedule Boards
- Route Kiosks
- Service Alerts Screens
- Virtual Concierge

TICKETING

- Ticket & Reload Kiosks
- Queue Displays
- Fare Info Screens

SHOPPING & DINING

- Multi-function Wayfinding Kiosks
- Digital Menu Boards
- Self-Service Order Kiosks

BUS STOP

- Departures & Arrivals Boards
- Safety Alerts Screens
- Digital Information Screen
- Live Announcement Screens

ONBOARD

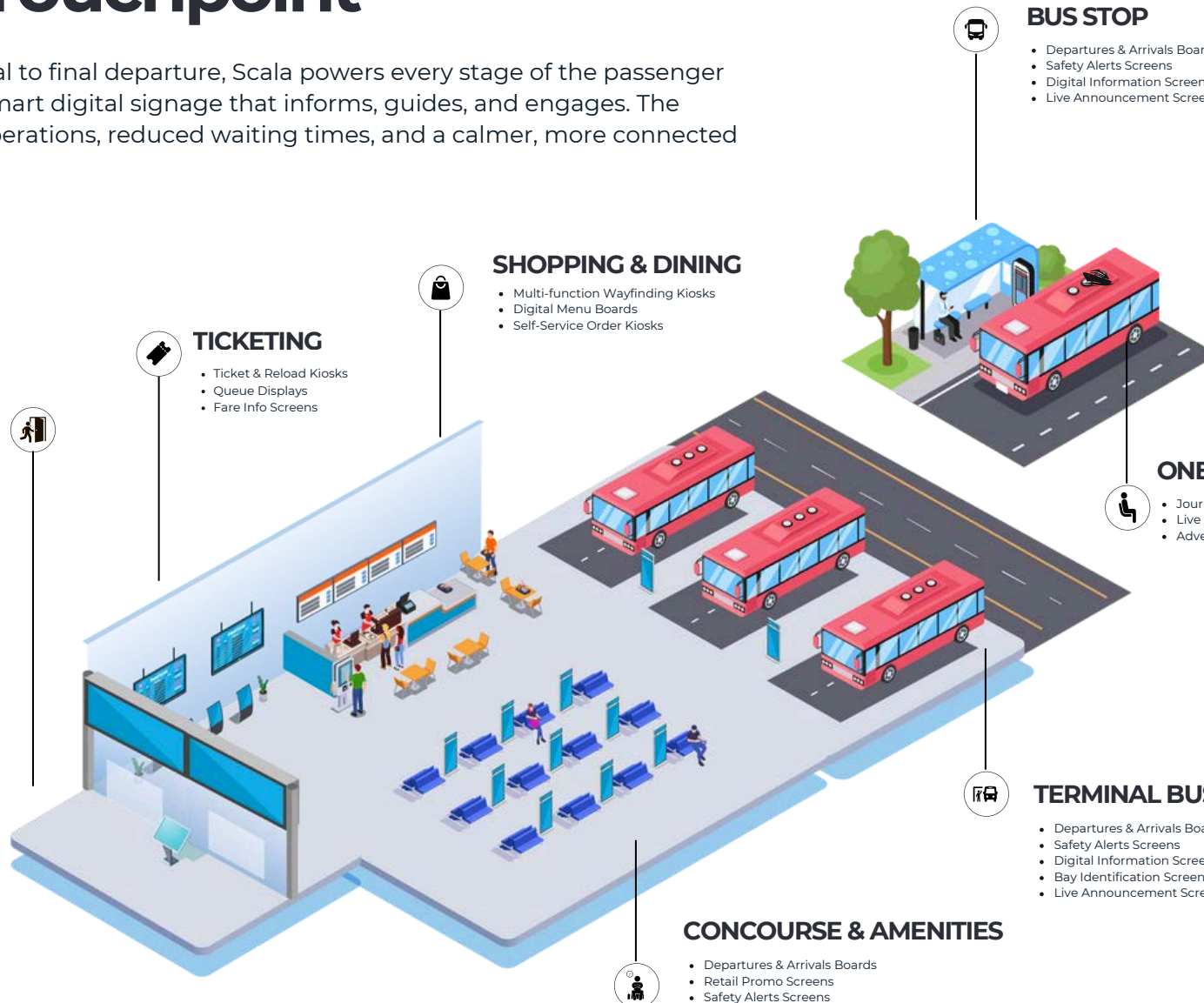
- Journey visualisation screens
- Live Announcement Screens
- Advertising Screens

TERMINAL BUS BAYS

- Departures & Arrivals Boards
- Safety Alerts Screens
- Digital Information Screen
- Bay Identification Screens
- Live Announcement Screens

CONCOURSE & AMENITIES

- Departures & Arrivals Boards
- Retail Promo Screens
- Safety Alerts Screens
- Indoor LED & Video Walls
- Virtual Concierge





Entry & Parking

The passenger journey begins the moment travellers arrive at the bus hub. Clear, intuitive information sets the tone for a smooth, stress-free bus experience.

- **Outdoor LED & Signage** - Welcome passengers with vibrant screens showing live updates and setting the journey's tone.
- **Schedule Boards (PIDS)** - Display upcoming bus departures by route, time, and bay, keeping passengers informed and reducing uncertainty.
- **Route Kiosks** - Interactive navigation for bus bays, ticketing, amenities, transfers, and local connections.



Ticketing

Ticketing areas are where passengers prepare for their bus journey. Clear guidance, staffed counters, and intuitive self-service kiosks work together to keep queues moving, reduce wait times, and lower passenger stress.

- **Ticket & Reload Kiosks** - Quickly buy bus tickets or top up transit cards with ease.
- **Queue Displays** - Show real-time wait times and available service counters to streamline passenger flow.
- **Fare & Route Screens** - Provide up-to-date ticket prices, route options, and schedule guidance for informed travel decisions.



Concourse & Amenities

Passengers are guided through the bus hub while staying informed, engaged, and comfortable as they move toward bays, ticketing, or other services.

- **Schedule Boards (PIDS)** - Show real-time updates for all bus routes, keeping passengers on track and reducing confusion.
- **Retail Promo Screens** - Highlight offers, events, and partner promotions to enhance the passenger experience.
- **Safety Alerts Screens** - Deliver emergency notifications and maintenance updates.
- **Indoor LED & Video Walls** - Large-format displays for high-impact information, announcements, or multimedia content.



Shopping and Dining

Bus hubs are more than transit points. They are destinations for retail and dining. Smart digital signage keeps passengers informed, entertained, and engaged while they shop or grab a bite.

- **Indoor LED & Video Walls** - Display real-time promotions, retail deals, and dining options.
- **Multi-function Wayfinding Kiosks** - Categorized listings of shops and restaurants with maps, promotions, and directions.
- **Digital Menu Boards** - Instantly update menus and highlight specials across outlets.
- **Self-Service Order Kiosks** - Reduce queues and speed up dining with quick ordering and digital payments.



Bus Bay & Stops

Bus bays and stops are where passengers board and disembark. Clear signage, digital information screens, and visible bus locations ensure passengers can find the correct bus quickly and safely.

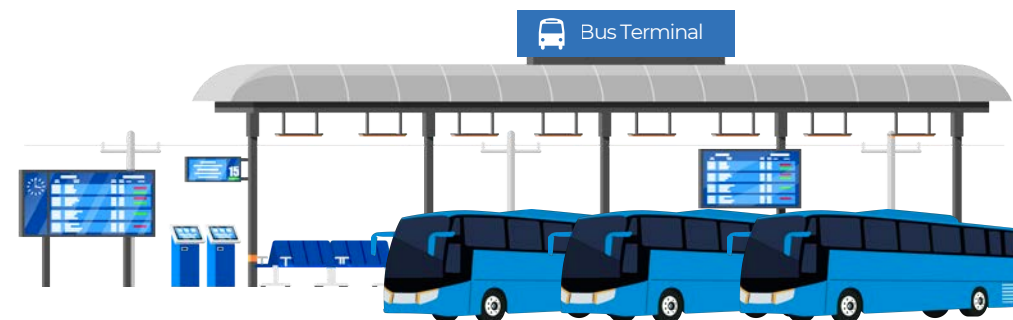
- **Digital Information Screens** - Show live updates for arrivals, departures, and route information to keep passengers informed.
- **Bay Identification Screens** - Clearly indicate which bus is at which bay, reducing confusion and improving passenger flow.
- **Audio-Synced Announcement Screens** - Synchronise visual messages with PA announcements for maximum clarity.



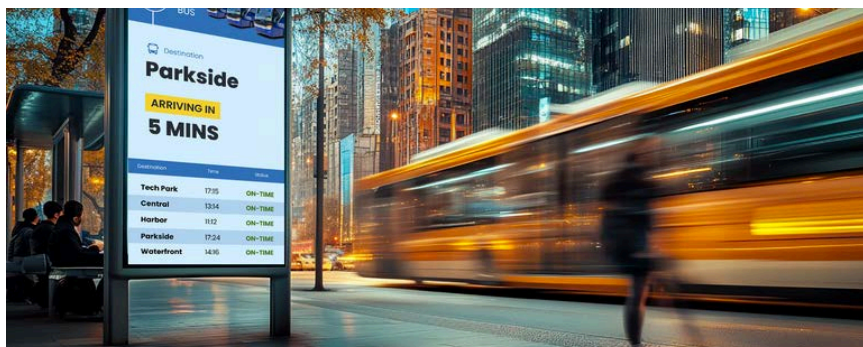
Onboard

Keep passengers informed and comfortable throughout their bus journey. Real-time updates and targeted messaging enhance safety, convenience, and engagement.

- **Next Stop / ETA Screens** - Show upcoming stops, connections, and estimated arrival times to keep passengers oriented.
- **Safety Alerts Screens** - Deliver immediate safety instructions or service updates during the journey.
- **Promo / Info Screens** - Display targeted promotions, local information, or passenger tips while traveling.



Key Scala Solutions for Connected Bus Hubs



Passenger Information Display System - PIDS

Deliver clarity when it matters most. Scala's PIDS keeps bus passengers informed with live, reliable updates that reduce confusion and improve flow across bus hubs and stops.

Key Features:

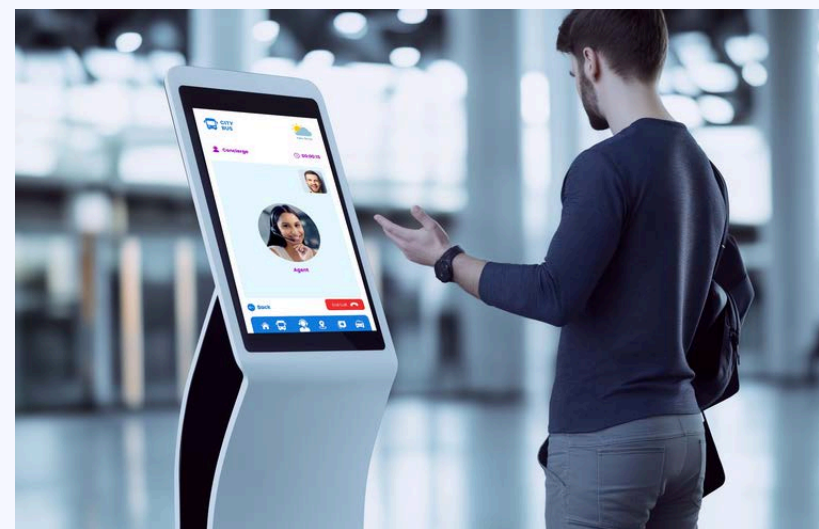
- **Real-Time Updates** - Instant synchronisation of bus arrivals, departures, and service changes.
- **Dynamic Announcements** - Broadcast bay changes, service alerts, and operational updates.
- **Integration Capability** - Connects with live bus data and third-party systems for seamless information flow.
- **Customisable Layouts** - Tailor content for different areas of the hub and passenger audiences.
- **Failover & Reliability** - Ensures uninterrupted display even during network issues.

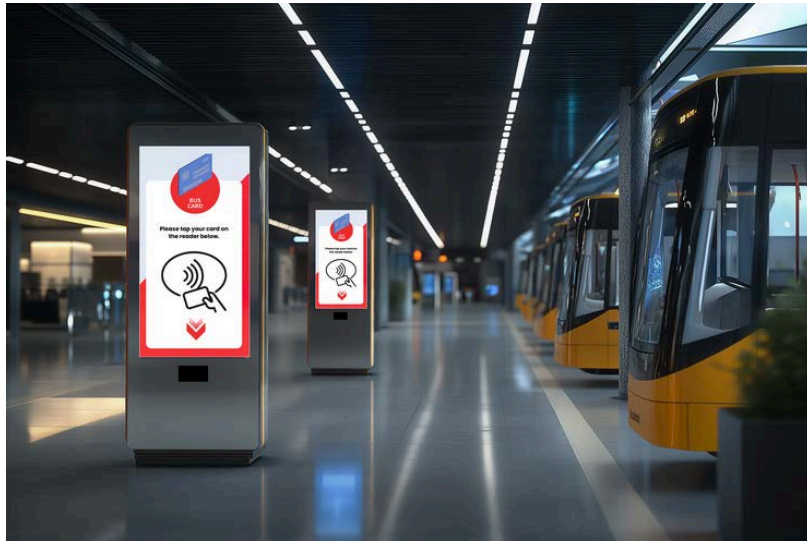
Virtual Concierge / Helpdesk

Provide instant assistance remotely or via self-service, making support accessible 24/7 for bus passengers.

Key Features:

- **Remote Assistance** - Live agent support via video call.
- **Self-Service FAQs** - Quick access to bus schedules, routes, and service information.
- **Multi-Language Support** - Communicate effectively with diverse passengers.
- **Live Data Integration** - Connects with schedules, routes, and operational feeds.
- **Customisable Interface** - Tailor screens and guidance for passenger needs.





Ticket & Reload Kiosk

Reduce queues and speed up travel with fast, contactless ticketing and top-ups. Scala's kiosks provide a smooth, user-friendly experience for bus passengers buying tickets or reloading commuter cards, keeping lines moving efficiently.

Key Features:

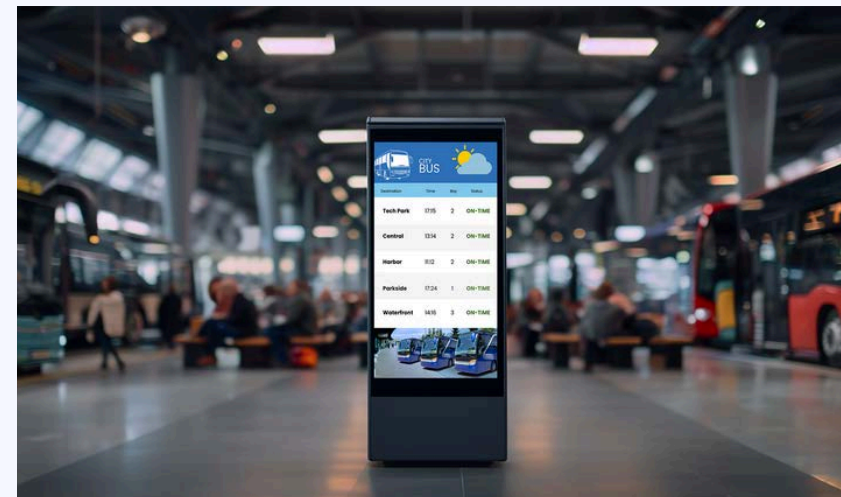
- **Self-Service Transactions** - Purchase tickets and reload commuter cards easily.
- **Contactless Payments** - Support for QR codes and NFC payments for faster, hygienic transactions.
- **Fast Workflow** - Minimise queue times with an optimised, intuitive interface.
- **Multi-Language Guidance** - Step-by-step instructions for all passengers.
- **System Integration** - Connects seamlessly to ticketing platforms and commuter card systems.

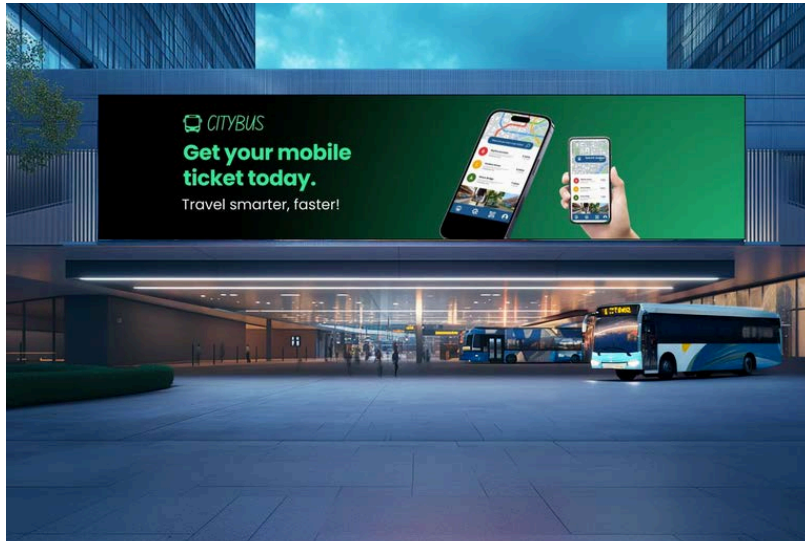
Wayfinder or Route Finder

Help passengers navigate complex bus hubs effortlessly. Scala's interactive kiosks provide step-by-step guidance for different routes, transfers, and fast connections, enabling commuters to find the quickest path while also discovering amenities along the way.

Key Features:

- **Interactive Routing** - Step-by-step directions for multiple routes, stops, and transfers.
- **Fast Route Options** - Suggest the quickest path to destinations within the bus hub.
- **Amenity Search** - Locate shops, services, and facilities easily while navigating the hub.





Immersive LED Displays

Bus hubs are more than transit points. Scala's dynamic LED screens turn waiting time into engagement with real-time, targeted content that captures attention and enhances the passenger experience.

Key Features:

- **Art & Cultural Displays** - Showcase local culture, digital art, or thematic experiences.
- **Atmospheric Content** - Create calming environments with scenic or branded visuals.
- **High-Resolution Video Walls** - Deliver striking, large-scale imagery across waiting areas, concourses, and bays.
- **Flexible Integration** - Adapt content seamlessly to seating areas, entrances, and passenger walkways.

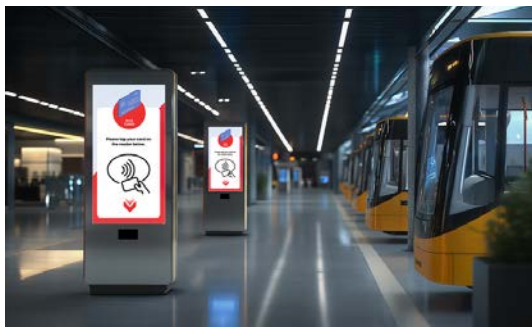


In-Car Next Stop / ETA Screens

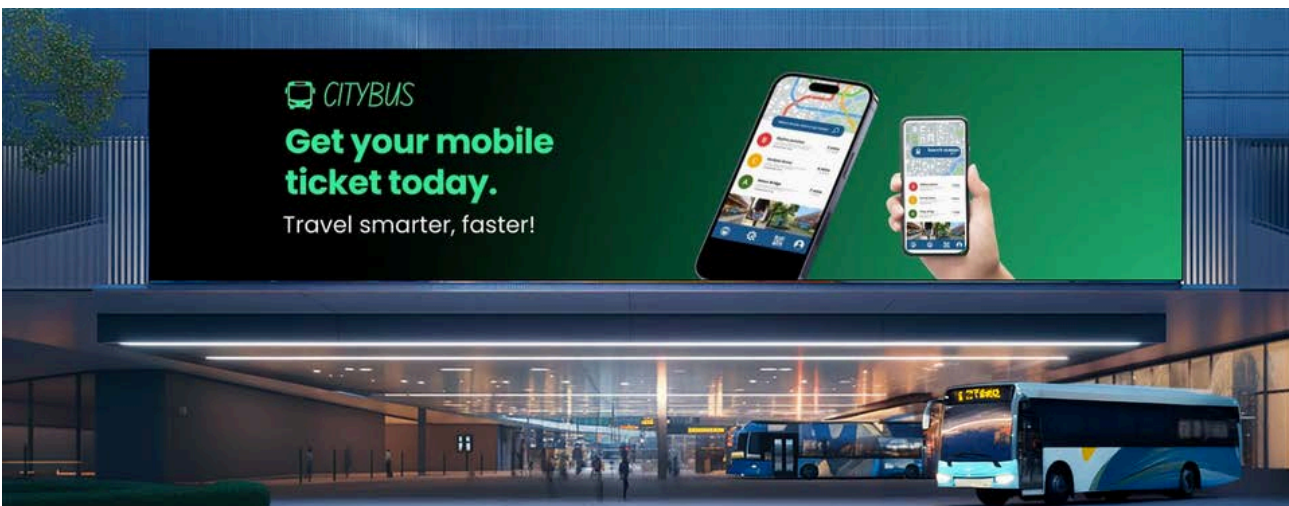
Enhance the onboard experience with real-time updates. Scala's in-car screens keep passengers informed of the next stop, estimated arrival times, and route progress, helping them travel confidently and comfortably.

Key Features:

- **Next Stop Alerts** - Automated display and audio announcements.
- **Real-Time ETA** - Accurate arrival times for each stop.
- **Route Progress Visualization** - Visual cues of the journey and upcoming transfers or interchanges.
- **Live Vehicle Integration** - Syncs with GPS and transport tracking systems for accuracy.
- **Emergency Alerts** - Instant notifications for delays or service issues.

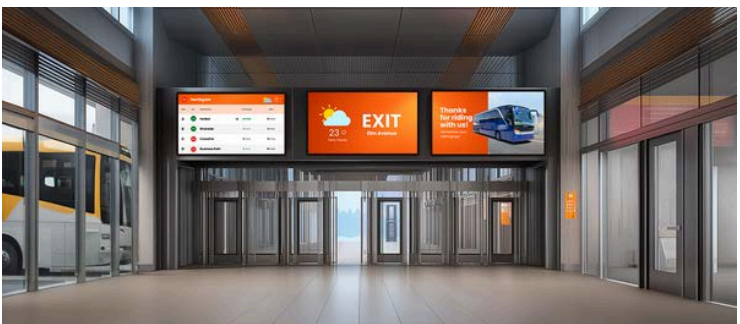


SCALA
A STRATACACHE COMPANY



Seamless journeys powered by Scala.

Scala powers every step of the bus terminal experience, keeping passengers informed, guided, and connected for a smoother, stress-free travel day.



www.scala.com/sg