



SMART FERRY TERMINAL SOLUTIONS

Transform Passenger Journeys with Scala

Smart Ferry Terminal Solutions Across Every Touchpoint

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





Entry & Parking

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

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



Ticketing

Ticketing areas are where passengers prepare for their ferry 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 ferry 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 ferry terminal while staying informed, engaged, and comfortable as they move toward docks, ticketing, or other services.

- **Schedule Boards (PIDS)** - Show real-time updates for all ferry 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

Ferry terminals 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** – Categorised 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.



Ferry Berths

Ferry berths are where passengers board and disembark. Clear signage and digital screens ensure passengers can quickly locate the correct ferry while maintaining safety and smooth flow.

- **Digital Information Screens** – Show live updates for ferry arrivals, departures, and route information.
- **Berth Identification Screens** – Indicate which ferry is at each berth to reduce confusion and improve passenger flow.
- **Audio-Synced Announcement Screens** – Synchronise visual messages with PA announcements for maximum clarity.



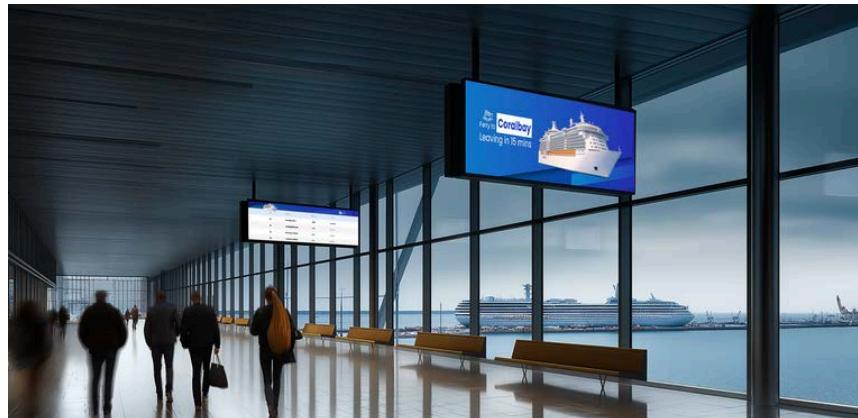
Onboard

Keep passengers informed and comfortable throughout their ferry 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 travelling.



Key Scala Solutions for Connected Ferry Terminals



Passenger Information Display System - PIDS

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

Key Features:

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

Virtual Concierge / Helpdesk

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

Key Features:

- **Remote Assistance** - Live agent support via video call.
- **Self-Service FAQs** - Quick access to ferry 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 ferry passengers buying tickets or reloading transit cards, keeping lines moving efficiently.

Key Features:

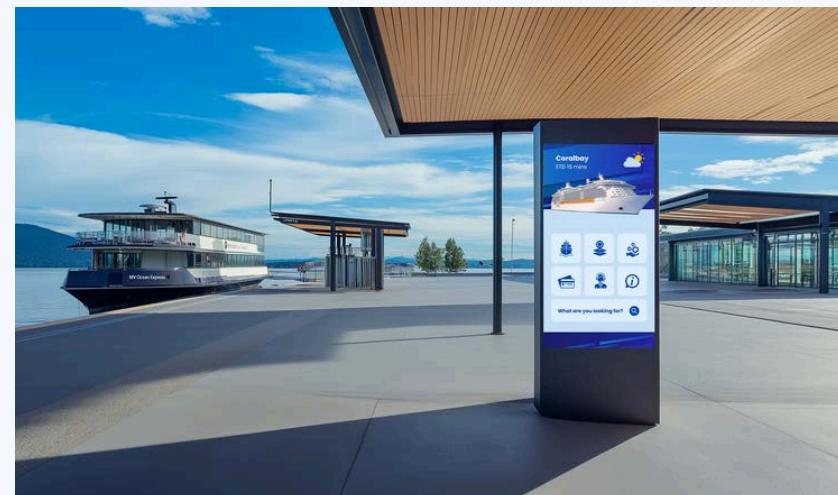
- **Self-Service Transactions** - Purchase tickets and reload transit cards easily.
- **Contactless Payments** - Support for QR codes and NFC payments for faster, hygienic transactions.
- **Fast Workflow** - Minimise queue times with an optimised, intuitive interface.
- **Multi-Language Guidance** -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

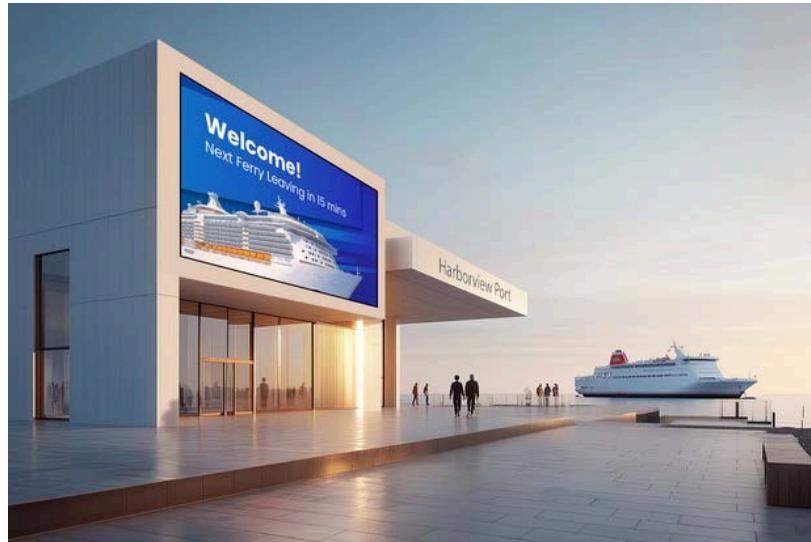
Wayfinder or Route Finder

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

Key Features:

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





Immersive LED Displays

Ferry terminals 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 berths.
- **Flexible Integration** - Adapt content seamlessly to seating areas, entrances, and passenger walkways.



Onboard Journey Screens

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

Key Features:

- **Real-Time ETA** - Accurate arrival time at the destination dock.
- **Route Progress Visualisation** - Visual cues showing the ferry's current position along the route.
- **Safety Alerts** - Instant notifications for delays, weather advisories, or safety instructions.
- **Onboard Announcements** - Display or audio messages for passenger guidance and tips.
- **Live Vehicle Integration** - Syncs with GPS and ferry tracking systems for accuracy.

Seamless journeys powered by Scala.

Scala powers every step of the ferry journey, keeping passengers informed, guided, and moving for a seamless, stress-free travel experience.

www.scala.com/sg

