



# Variable message signs



## An optimal communication channel

The variable message signs (VMS) are **privileged communication channels** between the city and the citizens.

Indeed, these signs have a **great visibility** and are directly **accessible**. They also provide the advantage to broadcast **real-time** information that can be **updated** in a click by the city.

Thanks to its **experience of the city**, Citelum guarantees a **quick** and **optimized** implementation of the signs in the city.

### You wish to:

- Inform citizens about all the city important events
- Have additional media to press, internet and radio
- Have a direct communication channel with the citizens

## Variable message signs by Citelum:

- Supply and training to a simple and intuitive software to create messages or graphics to be displayed
- Total flexibility and easy planning of the messages to be displayed
- Programming of broadcasted messages and videos
- Broadcasting on a sign, a group of signs or all of the signs installed
- Easy adaptation of the messages depending on the targeted neighborhood or street
- Broadcasting of alert messages

## Did you know?

The **content** of the variable message signs can be **modified** either from a computer or a smartphone

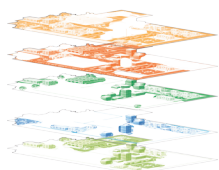
The VMS can be made of **LED**: orange / white / green or on color display

A whole **package** of **logos, animations** and **graphical templates** are provided with the VMS to help you create the content



# How do variable message signs work?

## City analysis:



- Study of the road and pedestrian flows to determine the pedestrian areas
- Qualification of the different areas: residential, pedestrian, business, etc.
- Integration of national law specificities

## Equipment and urban planning proposals:



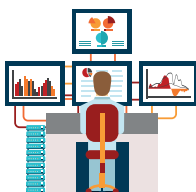
- Signs must be located in safe and visible places
- Monochrome information signs (text, 3D images, 3D animations) or color signs with LED (HD videos)
- Outdoor signs lighting or poles
- Choice between different kinds of signs (columns, signs of different sizes, etc.)

## Works, Operation and Maintenance:



- Equipment installation
- Installation of a content management software and training of the city technical teams
- Maintenance of equipment (obsolescence, deterioration, etc.)
- Quick intervention in case of an accident (<4h)

## Supervision via MUSE®:



- Remote monitoring and remote diagnostic of equipment by the software MUSE®
- Real-time control and diagnosis of all the equipment and services

- Citizens better informed
- Easier communication for the city
- Reactivity in the diffusion of information