



## **Vyoma enters the Kolkata Metro with never seen before displays at ticket counters**

*Vyoma Media has installed intelligent passenger information displays across the entire Kolkata Metro network*

**16th April 2018, Bangalore:** Vyoma Media, the country's leading out of home digital solutions company, has entered the Kolkata market by installing its intelligent displays across the city's entire metro network. Over 7 lakh passengers who use the metro daily will now get to see a total of 233 screens across all 24 metro stations at every ticket counter.

Vyoma's entry into this new transit vertical comes at a time when the company is already the market leader across the Indian Railways network with a presence across 16 states and its recent pilot association with Bengaluru Metropolitan Transport Corporation (BMTCL) where it has its displays across bus depots in Bangalore.

The Kolkata Metro displays, which have never been seen before in the city, are set to revolutionise how passengers travel in the metro. By using the existing Automated Fare Collection (AFC) technology, Vyoma Media will enable passengers to understand and confirm their fare and journey details at one glance as well as enthrall passengers with content that is both engaging and relevant while they wait to book their tickets. Passengers can expect to see highly relevant branded content, contextually relevant information straight from various social media platforms and also real-time scores from various sporting events. The displays will aim to drive engagement and consumer participation through various call to action campaigns and messages.

The displays will support and recognise 14 different types of daily ticket transactions and payment methods and also show information in multiple languages such as English, Hindi and Bengali.

**Commenting on Vyoma's entry into the Kolkata Market, Shriranga Sudhakara, Founder and Managing Director, Vyoma Media said,** "We are delighted to enter the Kolkata market and our entry into this new transit vertical is timely. We already have an unrivalled presence across the Indian Railways network and Bus Depots in Bangalore and now with this foray we hope to bring our solutions to consumers on the go who use the Kolkata Metro as well. Our smart technology will not only bring best industry practices to the forefront but also allow commuters to understand the ticketing information and fare details at ease making their journey more interactive, engaging and beneficial. The feedback from brands and Metro passengers alike regarding our displays and overall engagement has been overwhelming."

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### **List of the stations where the displays have been installed -**

<b>S.No.</b>	<b>Metro Stations</b>	<b>No. of screens</b>
1.	Kavi Subhas	5
2.	Shahid Khudiram	6
3.	Kavi Nazrul	6
4.	Gitanjali	6
5.	Mastarda Surya Sen	7

6.	Netaji	6
7.	Mahanayak Uttam Kumar	12
8.	Ravindra Sarovar	13
9.	Kalighat	14
10.	Jatin Das Park	12
11.	Netaji Bhavan	4
12.	Rabindra Sadan	11
13.	Maidan	12
14.	Park Street	10
15.	Esplanade	20
16.	Chandni Chowk	13
17.	Central	14
18.	Mahatma Gandhi Road	8
19.	Girish Park	4
20.	Shovabazaar Sutanuti	7
21.	Shyambazar	10
22.	Belgachhia	5
23.	Dum Dum	16
24.	Noapara	12
	<b>TOTAL</b>	<b>233</b>