

# Nahverkehrs praxis

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**GERMAN QUALITY**  
**Undisputed Worldwide**

DYNAMIC PASSENGER

**vt vianova**  
Technologies

INFORMATION SYSTEMS

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■ Main Theme  
Mobility 4-0

# Infotainment - Made in Germany

Quality and stability are crucial determining procurement factors in the public transportation sector. The “Made in Germany” seal of quality is the definitive driving force behind Vianova Technologies’ trading success as, within a relatively short period of time, more than 40% of its sales turnover can be accountable to exports. This export percentage is expected to increase significantly in proportion to the identified market size.

For more than 100 years, “Made in Germany” has been regarded as the seal of approval when it comes to the quality and longevity of a product. The VIANOVA infotainment systems are assembled using components predominantly manufactured in Germany, exemplifying this label with quality forming the basis for VIANOVA’s successes abroad. Dynamic passenger information and entertainment systems aboard the PTO fleet of tracked vehicles and buses have to be not only robust but also durable.

## Export Campaign since Autumn 2014

In October 2014 VIANOVA began to sell its modular infotainment systems outside the German-speaking markets with an important focus being on the North American marketplace. Being a mid-sized corporation with limited financial and manpower resources VIANOVA has to rely on dependable partners with an existing distribution network, such as XEROX Transportation in the USA. By setting up VIANOVA Technologies Inc. the foundation was laid for an even stronger market presence with its own

direct sales support. The software necessary for the automatic conversion of text information is available in different languages and, if required, also in different dialects. The output volume can also be easily adjusted to suit the operational environment.

## Hanover Displays – Strong EU Partner

From the beginning of 2016 and together with the UK-based Hanover Displays, the market leaders in outdoor displays, VIANOVA was able to enter into a strategic partnership that could open doors to access key sales areas within the European Community (D, UK, F, E). This development arose from the fact that many public transport operators (PTOs) wish to procure their internal displays for infotainment purposes from the same supplier as their external displays units to optimize their purchasing strategies. This was a favourable opportunity for VIANOVA to benefit from the world leader’s network.

## Modular and Robust Infotainment Product Range

Since 2008, the VIANOVA on-board infotainment product range has been systematically developed and refined as a necessary prerequisite for adaptation to suit the variety of vehicles and market conditions prevalent outside Germany and Austria. The basis of the VIANOVA concept comprises a modular system of 12 different display types (each with or without a built-in computer) and a very compact, robust server (Picture 1) to satisfy highly complex scenarios using off-the-shelf products.



Picture1. The robust VIANOVA MS-700 Infotainment server is modular in its construction and has unlimited installation possibilities.  
(Source: VIANOVA)

## The Author:

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## Certification and Standards for Export Success

All VIANOVA products are generally certified to EN50155 (rail applications) as well as E1 (Federal Motor Transport Authority [KBA] for automotive applications) before being introduced to the marketplace. The EN50155, along with all its sub standards for shock and vibration, safety, environment, emission and immission, together with the EN45545 fire protection and E1 (KBA) standards, which, thanks to Europe-wide homogenization, make it possible to deploy our products within the whole of EU – all previous EU restrictions have been lifted.

The above-mentioned standards are already widely accepted in North America but often the additional MIL 810 G for increased shock resilience is also required. The important VIANOVA core components are already certified to meet this stringent MIL 810 G standard.

Certification for the Asian markets are generally not required as quality awareness, as we are accustomed to in Germany, for example, is not present. This makes it more difficult to compete against the then cheaper products in this geographical region.

## USA Success Story – New York

Since December 2016, VIANOVA has successfully equipped a total of 92 articulated buses in Manhattan and Queens with dynamic passenger information and infotainment systems. VIANOVA has also been qualified as the equipment supplier for new buses as well as retrofitting the current large vehicle fleet, which is a huge success for a mid-sized German corporation and proof that German quality and reliability have not just been accepted but have prevailed.

The New York systems, in terms of hardware and software performance, are in many ways, a novelty and serve as a blueprint for many metropolitan cities worldwide. In fact, some European city public transport operators have either designed or are planning their infotainment (e.g. Malaga, refer to cover photo) based on this scope of performance.

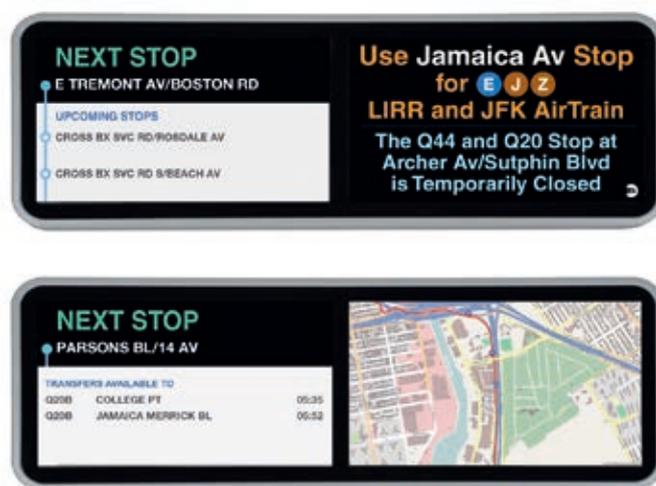
VIANOVA Technologies Inc. is offering these systems in many US and Canadian metropolises and the feedback so far is excellent.

## North American Market vs. German/European Markets

Compared with the slick depots and perfect road conditions present in Germany or even Europe, local public transportation in the United States and Canada leaves a lot to be desired as noticeable differences in infrastructure (depots etc.) exist as well as in vehicle fleet management.

European buses and trains appear as polished, high-tech showpieces when compared with their partly technologically obsolete counterparts in North America. The installation of new and modern digital systems can then present a difficult set of challenges.

But when it comes to digital media, the American PTOs suddenly surpass the Europeans with their exemplary handling of this media and associated real-time data. One can clearly see (Picture 2) the level of comfort and quality of information available to the New York travelling public, be it bus or train, from the installed VIANOVA infotainment system.



Picture 2. The upper image shows passenger information complete with a route spider on the left-hand screen and the PTA's own publicity on the right-hand screen.

The lower image illustrates dynamic passenger information on the left-hand screen and GPS route information complete with stops on the right-hand screen – perfect for New York tourists. (Source: NYCT).