



Metrolinx Digital Signage Network

Presented by Allvision to the City of
Markham,
April 28, 2014



Project Overview

- Allvision contracted with Metrolinx to develop a Digital Signage Network on its rail corridors
- Allvision has identified a pool of potential locations in including two in Markham
 - Hwy. 407 1.25km E/O Warden Ave. NS, FE/FW
 - Hwy. 407 500m E/O Yonge St. SS, FE/FW
- Metrolinx is seeking support from Municipalities where potential locations reside
- Participating Municipalities will have access to 5% of time on each digital screen
- Project is subject to final approval from MTO



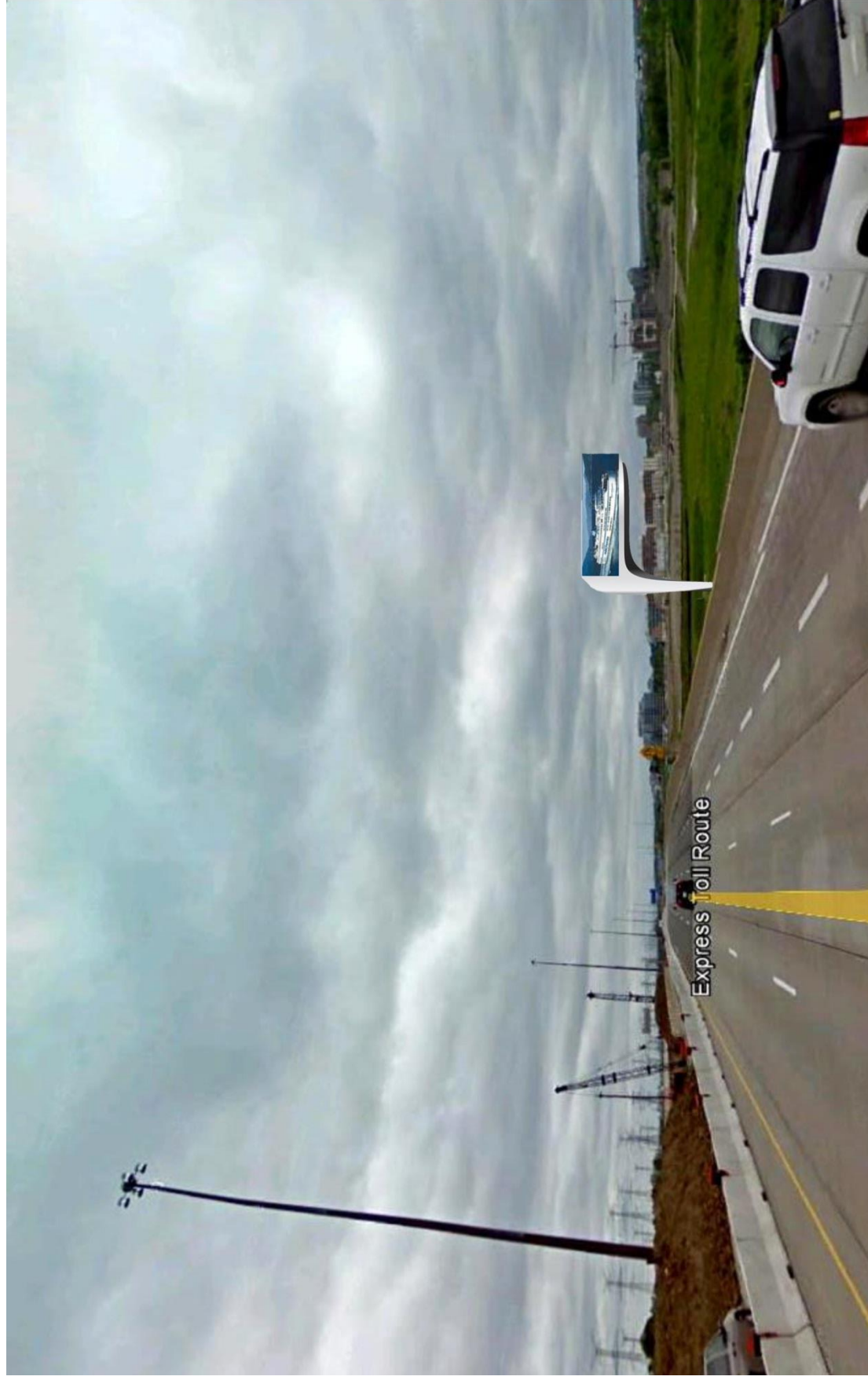
Metrolinx Proposed Digital Sign in Markham



Hwy. 407 1.25km E/O Warden Ave. NS, FE FW



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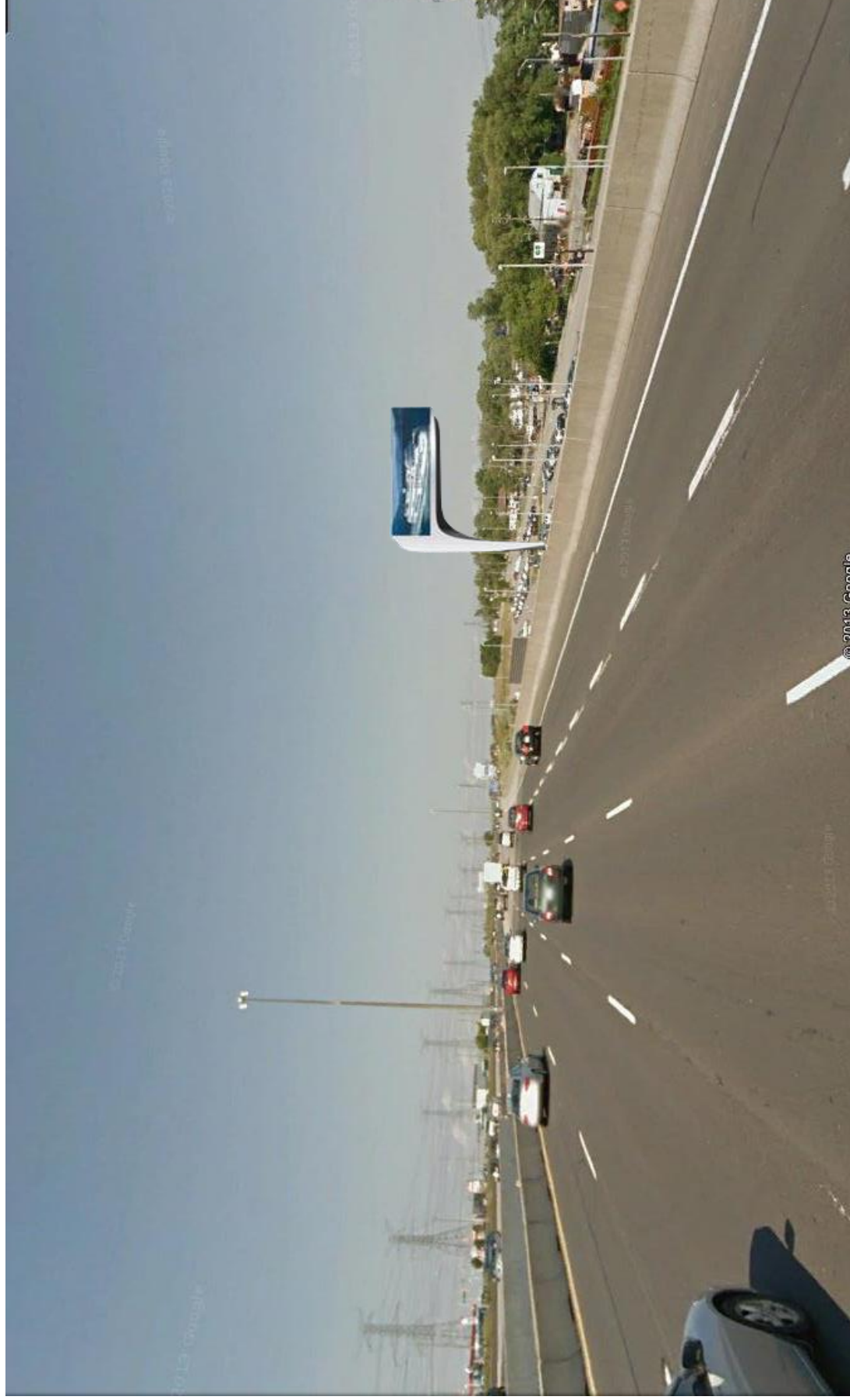
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Hwy. 407 500m E/O Yonge St. SS FE/FW



Metrolinx Proposed Digital Sign in Markham



Hwy. 407 500m E/O Yonge St. SS, FW



Digital Sign Features and Attributes

- Digital signs shall display static copy only (no video)
- Each advertisement will be displayed for 10 continuous seconds
- Transition between advertisements will be less than 1 second
- Light levels to meet with industry standards already established
- Digital signs have the technology to adjust light levels based on ambient light thereby reducing the lighting impact to surrounding area
- Digital signs limit sky-glow compared to traditional back-light or up-lit signs due to the ability to control light levels



Digital Sign Features and Attributes

- Proposed Metrolinx sign are located along its rail corridor, adjacent to commercial/industrial areas (not residential areas) and sign faces will not impact nearest residential communities
- Digital signs limit sky-glow compared to traditional back-light or up-lit signs due to the LED technology and design
- Digital Signs have the capacity to change images quickly and effectively in order to address important, timely messages and emergencies
- Digital signs are commonly used by municipalities and government organizations throughout North America to raise non-tax revenue to subsidize programs



Digital Billboards and Traffic Safety

- Digital Signs of the type being proposed are safely permitted in many areas throughout Canada (in excess of 40 exist in the Greater Toronto Area, and similar numbers in Montreal and Vancouver)
- Digital signs and traffic safety were studied for over a decade most recently by the City of Toronto and the US Federal Highway Administration (FHWA)
- In these numerous studies of human factors and accident statistics, the results show they are safety neutral features



Community Benefits

- Markham messaging for Community events/initiatives
- Metrolinx messaging promoting Public Transit initiatives
- Safety messaging (Emergencies, Amber Alerts etc)
- Money for public transit and bridge improvement program
- Green technology and reduced carbon footprint



Conclusion

Metrolinx and Allvision are seeking support and approval from Markham Council for its digital network and confirmation that it would like to be a participating member of the network.