GHM Class Multimedia SRL

CAYIN Technology Transforms Public Transport Communication in Bucharest, Romania

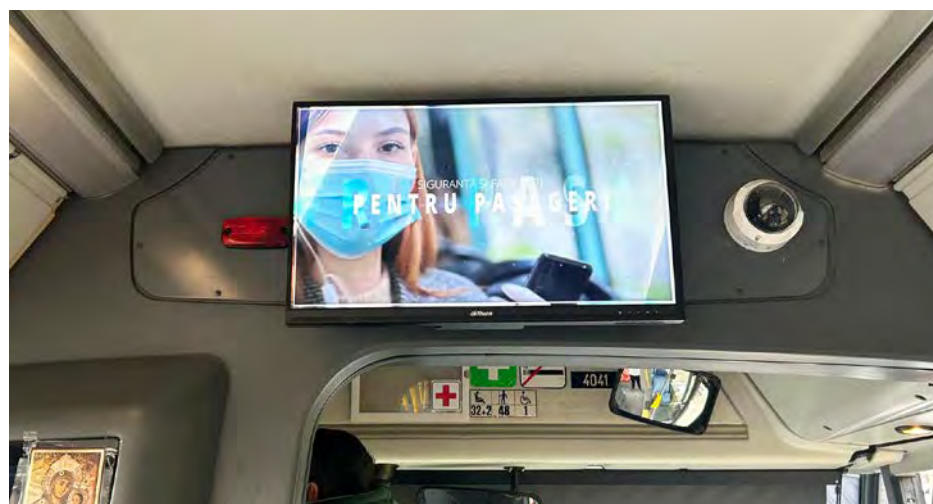## BRIEF PROFILE

Place: Romania

Industry: Transportation

Solution:
• SMP Players × 200

CAYIN SMP digital signage players installed on city buses

The city of Bucharest has modernized its public transport communication through a forward-thinking collaboration between GHM Class Multimedia and CAYIN Technology. By deploying over 200 digital signage players on 80 city buses, the project has revolutionized how the local government delivers real-time community updates to daily commuters. The initiative enhances passenger experience and streamlines information sharing with cutting-edge CAYIN solutions.

Driving Smart Urban Communication

Bucharest's local authorities have elevated their public communication strategy by installing CAYIN SMP digital signage players across 80 city buses. This initiative, executed in collaboration with system integrator GHM Class Multimedia, ensures real-time delivery of safety messages and community updates to daily commuters.

Key Features of the Digital Signage Deployment

• **Unified Content Delivery:** Synchronized safety messages and local updates across 80 buses.

• **Remote Content Management:** CAYIN SMP digital signage solution allows city staff to manage and update content from anywhere.

• **Full HD Visuals:** 24-inch Full HD displays provide vibrant, easy-to-read information.

• **Scalable Infrastructure:** Modular design enables future integration with GPS and real-time data.

• **No Existing Infrastructure Needed:** Routers were installed from scratch, enabling rapid deployment.

• **User-Friendly Operation:** CAYIN SMP digital signage players empower local staff to control content without technical expertise.

Informing, Connecting, and Enhancing Passenger Experience

Each city bus now features a bright and engaging digital signage display, ensuring passengers stay informed about safety reminders and city announcements. The system empowers the city to communicate directly with its residents—quickly, consistently, and with visual impact.

Proven Results and Seamless Operation

Since its launch in 2023, the deployment has demonstrated remarkable reliability and effectiveness. While passenger feedback is still being gathered, local authorities report improved communication and content delivery. The system's ease of use, powered by CAYIN SMP digital signage solution, has reduced operational burdens and allowed staff to focus more on service and engagement.

A Vision of Smart Cities, One Bus at a Time

This Bucharest case study reflects a global trend toward smart city transformation—where everyday services like public transit become platforms for civic engagement. The collaboration between GHM Class Multimedia and CAYIN Technology is a model of how digital signage can serve public interest, enhance citizen awareness, and enrich the commuting experience.

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

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