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XTD Creates Unique Media Channel to Engage Delhi Metro Rail Commuters

Highlight

- **New transit content system developing capabilities to connect to mobile devices**
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29 May 2017: Australian-based international transit technology company XTD has created an India media-first by streaming video content to billboard-size digital TV screens installed in sections of the Delhi Metro Rail network.

The project, which is live, is a demonstration of the cross-track digital video and information system developed by XTD (<http://xtd.tv>), with six screens installed that will carry content in both Hindi and English.

XTD's digital cross-track media system is designed for metro-rail networks and offers the world's highest broadcast standards for media in metro-rail environments. The system consists of large LED screens and high fidelity sound capabilities that engage commuters at rail stations while they wait for their trains. Content on the screens can be long and short form, including general news, sport, business updates and relevant commuter information.

As part of the Delhi Metro demonstration, XTD will also be trialling the capability for the digital screens to connect with people's mobile devices so commuters have the ability to retain content from the XTD screens on their mobiles for viewing and action beyond their platform waiting times.

XTD CEO Steve Wildisen said, "XTD is excited to demonstrate its unique offering, we're developing further deep engagement with the Delhi Metro that may lead to potential commercial opportunities. The XTD digital media systems are unique in the world and capable of transforming sections of metro rail stations into far more engaging environments for commuters."

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