



## CASE STUDY | TRANSPORT UND INFRASTRUCTURE

# STERN & HAFFERL

When it comes to Smart Cities, Commend has a lot to offer in terms of information and security: Trusted solutions that address all communication senses, from seeing and hearing to speaking and manual interaction.

### **STERN & HAFFERL VERKEHRSGESELLSCHAFT M.B.H.**

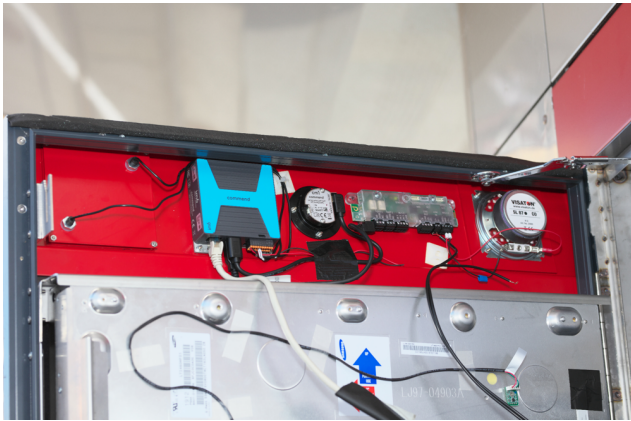
The local railroad Traunseetram from Vorchdorf to Gmunden Central Station runs through the picturesque foothills of the Alps. It plays an important role for regional commuter, student and tourist traffic. It is also one of the most modern urban regional railroads in Europe.

As one of the largest private transport companies in Austria with over 6 million passengers per year, Stern & Hafferl was looking for a solution that would comply with the latest technical standards in order to optimally meet the needs of its customers. To guarantee this, a cooperation between Commend and Smart Alliance was born - but this was only the beginning...

### **” MARTIN BRANDAUER**

Managing Director, Development & Project Management  
at Smart Alliance

“It’s great to know now that the project is complete that our client has a great tool as a result of the collaboration - both in communication and visualization. Our collaboration still has so much potential. I’m looking forward to seeing where else it goes.”



## CHALLENGE

Stern & Hafferl already had existing displays in the streetcar stops in Gmunden. However, these were outdated and the customer wanted a state-of-the-art solution: 46-inch display panels with an intercom solution integrated into the housing that can be operated by touch.

The solution should enable passengers to establish a conversation with the operator as easily as possible. At the same time, the operator should be able to view the platform from the control center. During implementation, special attention was also paid to passengers with visual and hearing impairments so that they can use the Stern & Hafferl offerings as flexibly as possible.

A particular challenge was to combine the requirements for the solution and to integrate the associated interfaces.

Smart Alliance GmbH develops and produces complete display systems according to individual requirements. In cooperation with Commend and product designer Wolfgang Wurm, the solution was implemented according to the customer's needs despite its high complexity.

## SOLUTION

The result is a 46-inch full HD display system from Smart Alliance with its own operating layout. For the intercom unit integrated in the housing of the all-round solution, Commend used the **IM6** IP intercom module, the **EB3E2A-AUD** I/O expansion module, a **CM1** built-in HD camera, an **LS15** loudspeaker, and two **MIC 480** built-in microphones.

These components enable a combination of information, advertising, service calls and security features. Five stations have already been equipped that way in Gmunden and will thus support daily operations.

## RESULT

Stern & Hafferl now has a state-of-the-art display system, which is characterized in particular by an easy-to-use operating menu that visually supports and thus facilitates calls to the control center.

Furthermore, there is enough space on the 46-inch display to visualize the timetables, as well as to display further information and even advertisements.

These features make the solution unique:

- Suitable for adverse environmental conditions and thus optimal for outdoor use.
- Data and privacy protection through IP Secure Connector.
- Expansion modules for additional inputs, so that the solution will continue to meet the latest technical standards in the future.
- Loudspeaker with special membrane for particularly high volume levels and perfect sound quality.
- Accessible communication thanks to text-to-speech function: In addition, a particularly well recognizable software button ensures that people with visual impairments can easily have the information read out to them.

Currently, the intercom function is mainly used for service calls, such as questions about the timetable. This comprehensive solution approach is becoming more and more established for smart cities and the combination can also be transferred to other use cases.

Through the cooperation of Smart Alliance and Commend, the combination of the two separate core competencies resulted in new features for the final display systems. And these are already finding approval outside of Gmunden and are being adapted according to the respective customer needs.

Your local Commend contact person will be happy to answer any further questions regarding individual solutions.