



數位北捷。創新北捷 Digital Metro

Digital Train Smart Display
Innovative Operation Experimental Project

Innolux Corporation

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InnoLux

群創光電

Establishment Time

Year 2003
(Stock: TPE 3481)

Capitalization

95.6 Billion (NT\$)

Revenue

8.22 Billion (US\$)

1

Worldwide Branches

Taiwan • China
Japan • Korea
USA • Netherlands
German • Singapore

2

3

Main Products

S- to L-size LCD display
Seamless splicing display miniLED、microLED display
Flexible, rollable display
Wearable display

4

5

Smart Solutions

Smart Healthcare
Smart Mobility
Smart Retail
Smart Entertainment
Smart Manufacturing



Global Railway Management System Market Trend

2020

40.8 USD Billion

CAGR

8.7%

The global railway management system market is expected to be worth USD61,850million by 2025, growing at CAGR of 8.7% during 2020-2025.

2025

61.9 USD Billion

The growing need for advanced transportation infrastructure is expected to offer growth opportunities for the market during the forecast period.

The European market is projected to grow due to the early adoption of technology and ongoing high-speed railway projects.

Agreements, collaborations, and partnerships would be key growth strategies for market players in the next five years.

The highest CAGR of APAC can be attributed to high government investments and rapid growth in railway infrastructure.

The growth of the railway management system market is attributed to high demographic growth and hyper-urbanization, government initiatives and partnership models, and the emergence and IOT technology.



| Line | Code Name | Car Manufacturer |
|--------------|--------------|----------------------------|
| Muzha Line | VAL256 | France/馬特拉 Martra |
| Wenhu Line | BT370 | Canada/龐巴迪 Bombardier |
| Danshui Line | C301 | USA/聯合車輛URC |
| Ban-Nan Line | C321, C341 | Germany/西門子 Siemens |
| Xinzhu Line | C371 三系 | Japan/ 川崎重工 Kawasaki |
| Xinzhu Line | C371 四系, 381 | Japan /川崎重工+台灣車輛中心 |
| Cycle Line | Cycle Line | Japan/軌道義大利 Hitachi+台灣車輛中心 |

Digital Train Innovative Plan

As Is

"Replacement of in-carriage advertising with new graphics and involving hundreds of people for cleaning and replacement."

"Monthly rental system for print advertisements"

"Poor signal reception on Taipei Metro train carriages running underground."

"The train carriages have been in service for 18 years and their structure cannot be modified."

"Unable to understand train schedule information in real time."

Goal

"Reducing labor and manpower in Taipei Metro"

Boosting advertising earnings for Taipei Metro

Enhancing signal reception and transmission quality."

"Not making significant changes to the train carriage mechanical structure."

"Providing real-time train schedule information."

To Be

"Cloud-based TV advertisement distribution to reduce the hiring of temporary personnel."

Advertising revenue jumped from NT\$200,000 to 2-2.5 million per train carriage.

"Strengthening image transmission speed with 5G technology"

"Train regulations: fire-resistant, earthquake-resistant, and safe. Giving a new look to the old train body."

"GPS communication positioning for tracking and locating Taipei Metro trains via Taipei Metro GO."

"Taipei Metro Digital Train Innovative Transportation Experiment Project."

數位北捷。創新北捷

"Principal Investigator of Smart Display Development Project."

群創光電/ 楊柱祥總經理/ 鄭雅莉處長
指導單位: 經濟部工業局

前瞻顯示技術開發

多媒體列車 通訊平台與廣告商模

曲面廣告螢幕開發

車站資訊顯示螢幕開發

彩色電子紙開發

廣告螢幕整機

電子紙整機

FRP製作施工

廣告CM建置

列車內網通串接

數位廣告業務招攬

"Principal Investigator of Innovative Rail Transit Operations."

台北捷運/ 黃清信總經理

車輛處 安全性評估

商業發展處 媒體審查

車輛安全測試

Advanced public transportation services (APTS)

Taipei Metro
Control Center

Schedule Information

MRT Status System

Internet

LCD Information
Display System

MRT Schedule information
MRT News
Multi-Media Promotion
Arrival time calculation



Multi-Media Promotion

Curved Advertising
Display System

28" ACeP Color
Epaper Signage

25.3" ACeP Color
Epaper Signage

4.01" Color Epaper
Hand Grip Signage

Cloud Station Management System
Multimedia Management System



BL

板南線
Blue Line

往 To

Taipei Nangang
Exhibition Center

南港展覽館

11:55 | 車廂
Car 5

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|----|---|-------|
| 頂 | 埔 | 寧 | 城 | 山 | 亞東醫院 | 中 | 橋 | 新 | 埔 | 江子翠 | 龍山寺 | 西 | 門 | 台北車站 | 善導寺 | 忠孝新生 | 忠孝復興 | 忠孝敦化 | 國父紀念館 | 市政府 | 永 | 春 | 後山埤 | 昆 | 陽 | 南 | 港 | 南港展覽館 |
| >> | BL 01 | BL 02 | BL 03 | BL 04 | BL 05 | BL 06 | BL 07 | BL 08 | BL 09 | BL 10 | BL 11 | > | BL 12 | BL 13 | BL 14 | BL 15 | BL 16 | BL 17 | BL 18 | BL 19 | BL 20 | BL 21 | BL 22 | BL 23 | >> | | | |
| 預估到站時間 | | | | | | | | | | | | | 0 | 3 | 4 | 6 | 9 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 分鐘 | | |



沒有服務

上午10:51

100%

台北捷運



更多連結

到站時刻

首頁

捷運路網

聯絡客服



捷運路網



動態資訊



下車提醒



到站時刻



線上商城



會員獨享



我的票卡



溫馨服務



會員好康



捷客鮮

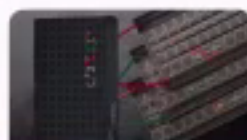
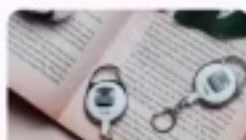


捷空間



西門展演

線上商城 | 熱銷商品



肺炎(COVID-19)疫情，發燒($\geq 38^{\circ}\text{C}$)之民眾本公司



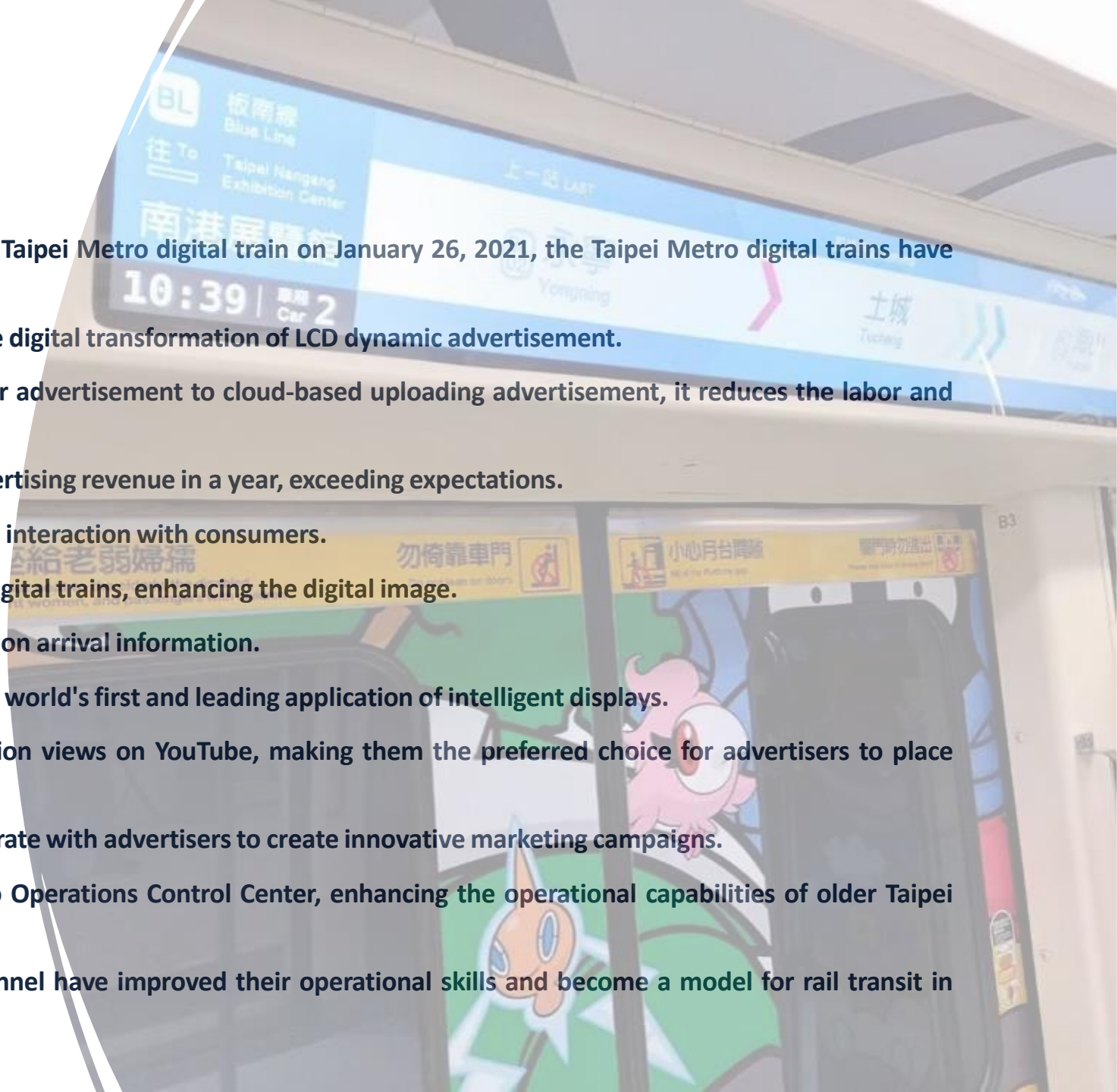


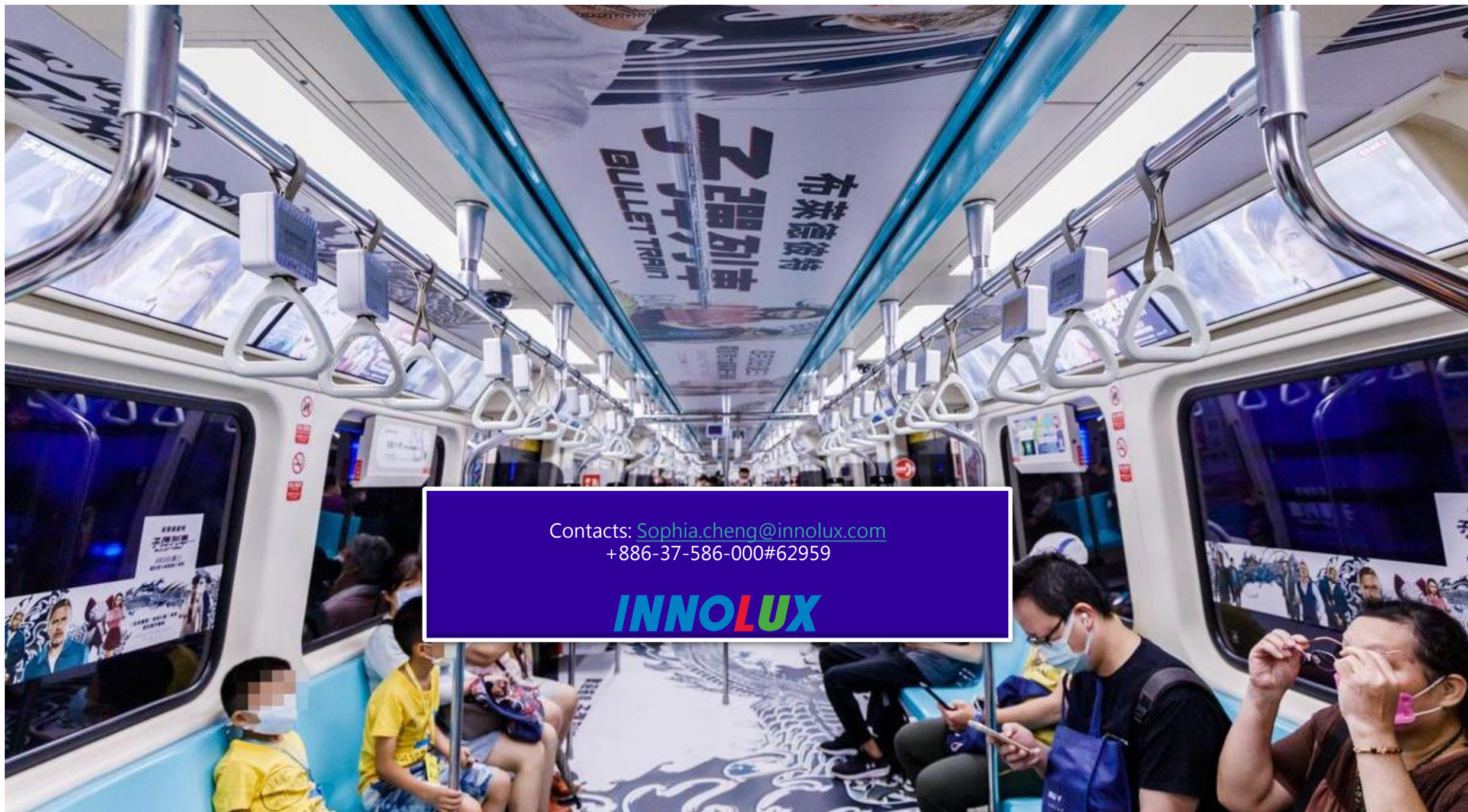




成果

1. "Since the first voyage of the Pokémon-themed Taipei Metro digital train on January 26, 2021, the Taipei Metro digital trains have rewritten the 25-year history of Taipei Metro."
2. From the past paper sticker advertisement to the digital transformation of LCD dynamic advertisement.
3. Transforming from the traditional manual sticker advertisement to cloud-based uploading advertisement, it reduces the labor and error issues when replacing the advertisements.
4. The digital trains have generated millions of advertising revenue in a year, exceeding expectations.
5. Transformation from one-way communication to interaction with consumers.
6. The Taipei Metro App allows users to track the digital trains, enhancing the digital image.
7. Giant advertising screens provide clear guidance on arrival information.
8. The digital trains on the Banqiao Line remain the world's first and leading application of intelligent displays.
9. The digital trains have generated over one million views on YouTube, making them the preferred choice for advertisers to place outdoor advertisements.
10. Digital trains create marketing value and collaborate with advertisers to create innovative marketing campaigns.
11. Digital trains are connected to the Taipei Metro Operations Control Center, enhancing the operational capabilities of older Taipei Metro trains.
12. Taipei Metro maintenance and operation personnel have improved their operational skills and become a model for rail transit in Asia.





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