A Digital Signage System uses Outdoor LCD Displays to Provide Tourist Information in Four Languages at Popular Sightseeing Areas in the City.

Installation Details

Installing interactive “high-performance tourist guidance signs” on street corners by combining outdoor LCD displays with touch panels.

The city of Tokyo aims to “provide a wide range of enjoyment by fusing tradition and innovation to constantly create new styles.” The number of inbound tourists from overseas, which is increasing in recent years, is expected to continue climbing dramatically. In response to the spike of tourists, a long-term vision “to make Tokyo a city that welcomes guests from around the world with a spirit of hospitality” is being planned and implemented. In order to further enhance the welcoming environment for inbound tourists, the Tokyo Convention and Visitors Bureau is planning on installing digital signage systems throughout the city as “high-performance tourist guidance signs” to provide information about the many tourist attraction sites in Tokyo in various languages.

<Model Selection Points>

- The only domestically produced display model that is compatible with outdoor installation and achieves high reliability.
- With a high brightness of 2000 cd/m², images can be displayed clearly even in environments that are exposed to direct sunlight. The bright screens are effective in catching the attention of people on the street.
- A forced air-cooling system circulates outside air through the inside of the display. This prevents issues that are common with outdoor installations, such as “blackouts” and condensation inside the screen, and offers a stable image display.
- Achieves an operating temperature range of -20°C to 50°C. The display can be set in a case without having to install a ventilation unit.

By offering image displays using two of these TH-47LFX60 and combining them with touch panels, they have been utilized as a signage system using Panasonic solutions such as the cloud server system.

Installation Areas (Total: 2 x 4 sets)

- In front of the Tokyo Metropolitan Government Office
- In front of Keiyo Plasa Hotel Tokyo
- In front of the UENO3153 Building
- Near the Ueno Park, Ueno Zoo Police Box

The high-performance tourist guidance signs attract the attention of people walking by them with their vivid images. By providing icons that let the viewer switch the content at the bottom of the screen, the displays are also handicap-accessible.
After Installation

The displays are also used by Japanese tourists. The interactive outdoor signage system has attracted the attention of other regions and municipalities.

The high-performance tourist guidance signs that constantly display maps of surrounding areas make the purpose of the system clearly "visible," making it easy for both foreign and Japanese tourists to use. Traditional fixed guide maps and signboards could not keep up with the speedy transformations that the city of Tokyo is constantly undergoing.

As a result of the implementation of the digital signage systems, not only can the web content be updated regularly, the latest information can also be transmitted on a constant basis.

After installing the systems on the streets, the Tokyo Convention & Visitors Bureau received inquiries regarding the outdoor signage from various municipalities and businesses, indicating a large amount of interest in the system.

"We want to continue brushing up the finer points and upgrade the version of the systems to make them even more user-friendly," adds Manager of the Regional Development Department, Tourism Infrastructure Maintenance Division.