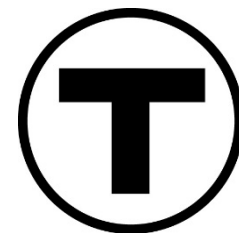


Digital Urban Panels

Arlington and Back Bay Stations



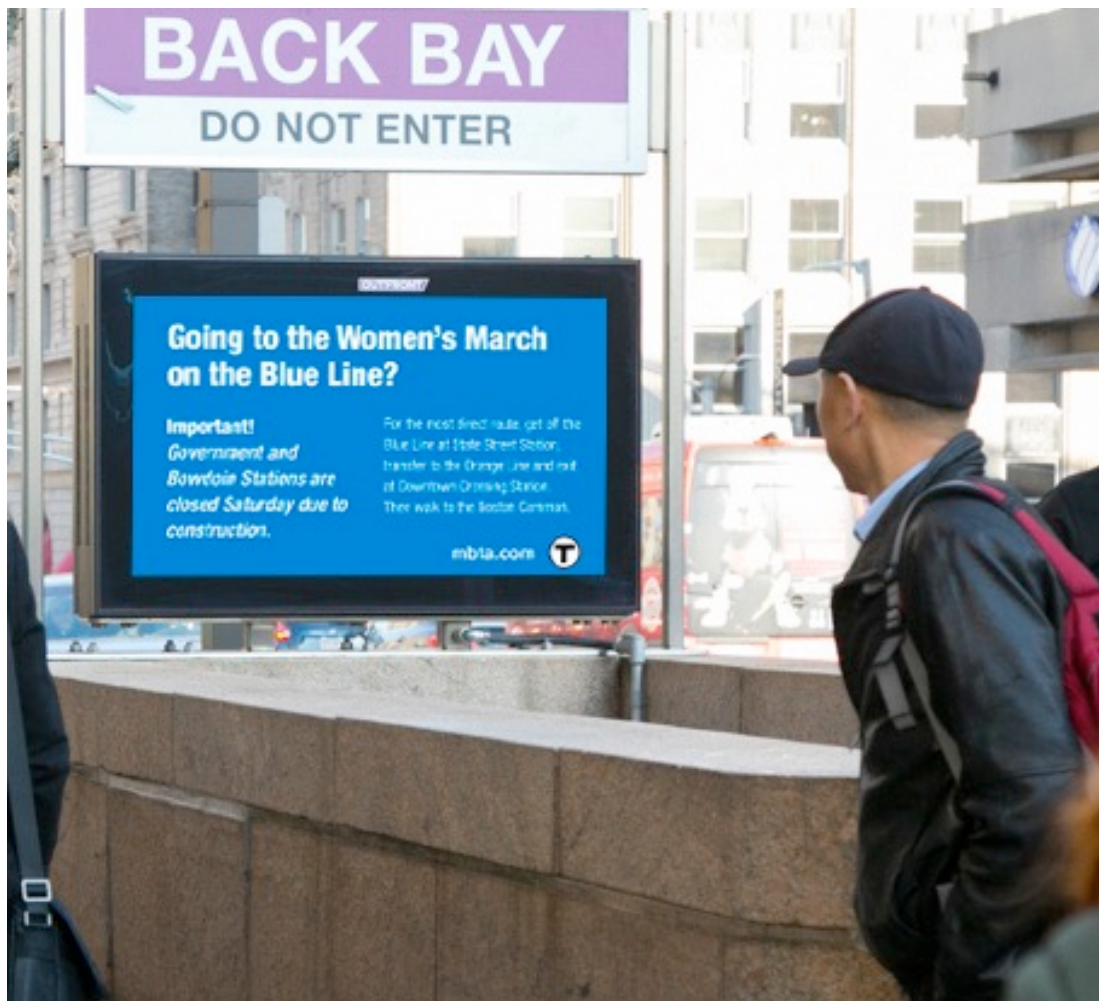
Digital Program

Digital Content

- Real Time Train Information
- Maintenance and Service Alerts
- Weather Alerts
- Delays
- MBTA Public Service Announcements
- Emergency Alerts
- System Construction Updates
- Updates and Directions for Special Events
- Advertisements

Cities with similar programs

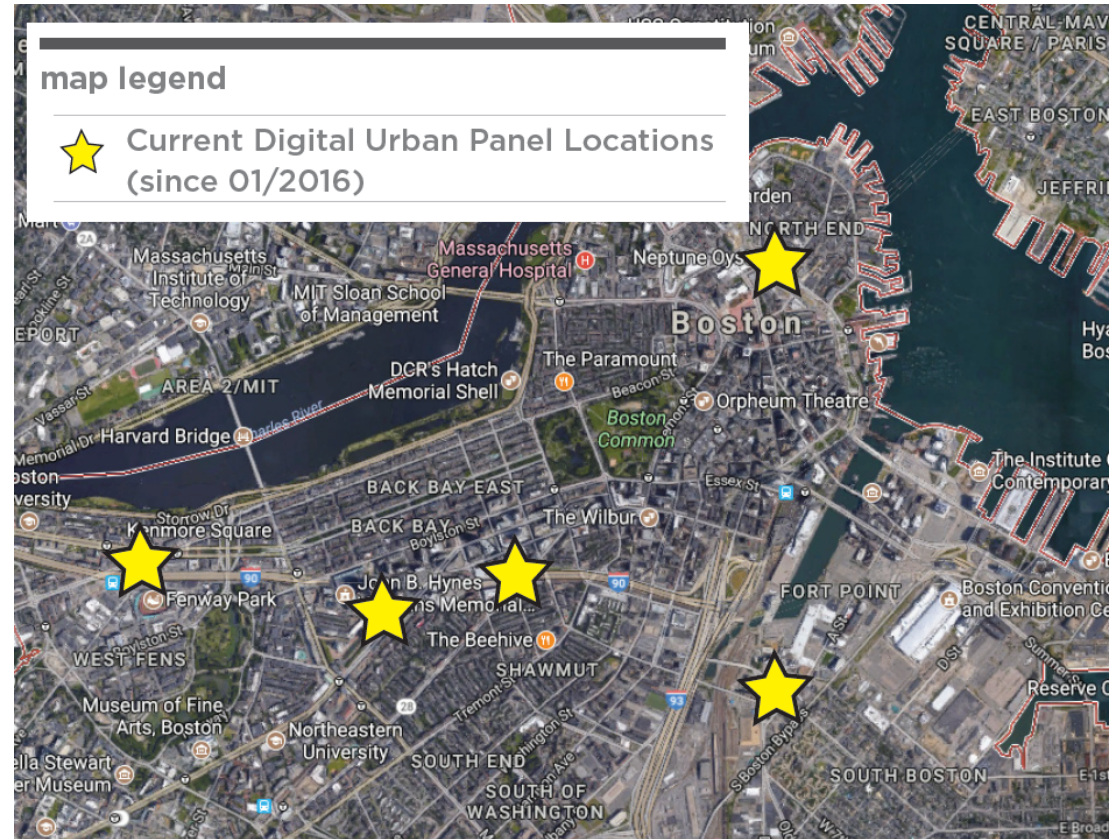
- New York
- Philadelphia
- Chicago
- Washington DC
- Miami



Current Locations

There are currently Digital Urban Panels at five locations

- Back Bay (2)
- Broadway (2)
- Haymarket (2)
- Kenmore (2)
- Prudential (2)



Permitted Locations

**An additional six locations
completed permitting in December
2017**

- Airport (2)
- Broadway (4)
- Courthouse (2)
- South Station (2)
- Tufts Medical (4)
- World Trade Center (4)



Current Applications

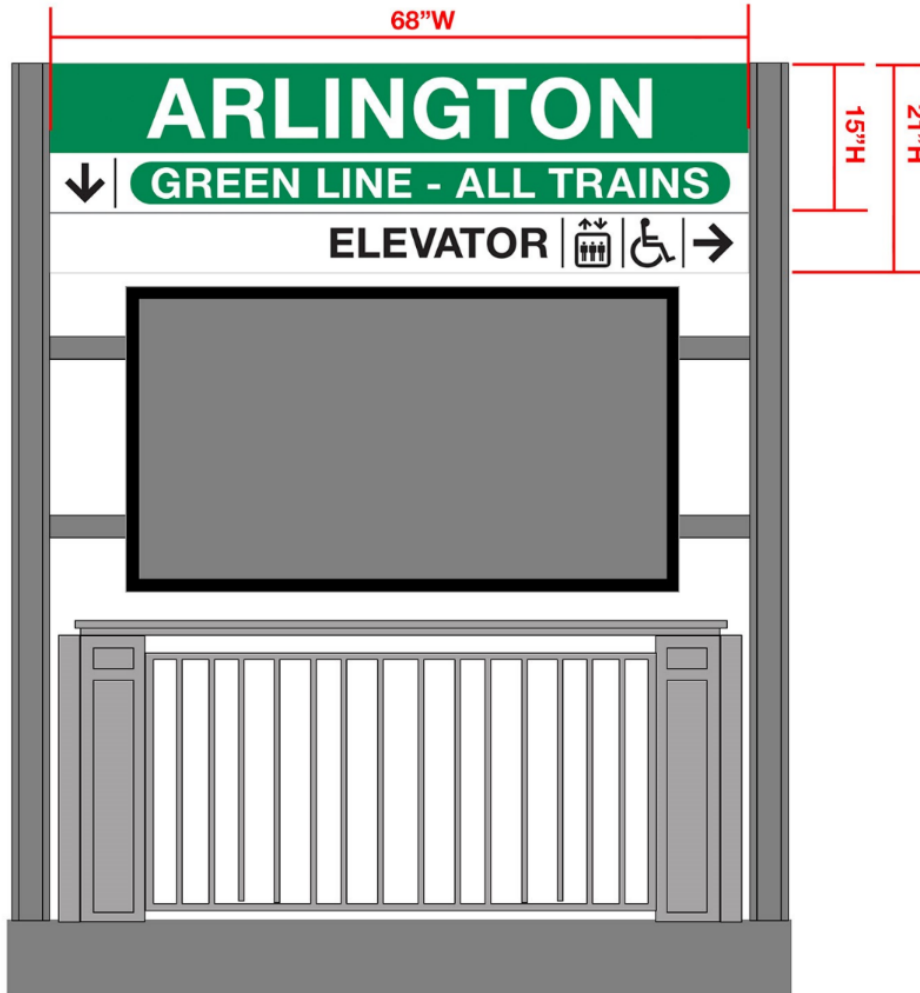
The MBTA has submitted permit applications for five locations.

The Outdoor Advertising Bureau is scheduled to hold a public hearing for those applications on February 8, 2018.

- Arlington (8)
- Aquarium (4)
- Back Bay (8)
- Haymarket (6)
- Park Street (6)



Mount Design



Design and Signage

Design and Directional Signage

Unified design elements across entrances while respecting individual character

Updated station entrance and directional signage

Screen Specifications

Double Sided

Screen Size: 56.3 x 31.7 in.

Size in Mount: 59.8 x 34.6 in.

Resolution: 1920 x 1030 @ 120Hz

Typical Power Consumption: 820 W

Mount Material: Aluminum



Arlington Station

Current



Proposed



North West corner of Arlington St and Boylston St



Arlington Station

Current



Proposed



South East corner of Arlington St and Boylston St



Arlington Station

Current



Proposed



South West corner of Arlington St and Boylston St



Arlington Station

Current



Proposed



South East corner of Berkley St and Boylston St



Back Bay Station

Current



Proposed



West Side of Clarendon St and Columbus Ave Intersection



Back Bay Station

Current



Proposed



East Side of Clarendon St and Columbus Ave Intersection



Back Bay Station

Current



Proposed



North Side of Back Bay Station Entrance on Dartmouth Street



Back Bay Station

Current



Proposed



South Side of Back Bay Station Entrance on Dartmouth Street

