

# TRIALSYSTEM, IS THE INNOVATION "ON THE ROAD", THAT "SPEAKS" WITH SMARTPHONES OF CITIZENS.

**TrialSystem, is the only coating** (produced in Italy, with recycled PVC), studied to cover, up to the top, the iron poles of road signs, but especially, to improve safety and information on the road. His original design, enables the inclusion, within the structure, of a number of technological devices **for "mobile" communication**, to allow to municipalities and businesses, to use this medium to communicate directly with citizens on the road.

## Benefits of technology applied to TrialSystem.

TrialSystem, with the inclusion of an NFC Tag, can send and receive images and information on Smartphone devices (Android and Apple), simply by bringing them closer to the point shown on the structure (to connect, instantly!).

TrialSystem is capable of transmitting, from programmed App, **multiple activities, as: tourist routes, cultural, maps, museums, hotels, restaurants, businesses, geo location, up to the emergency numbers.** The application does not require mains power.



The second **"smart" device**, adopted by TrialSystem, is IBeacon (Bluetooth) that can be housed in the upper part of the structure, individually or with the NFC Tag, as they have complementary and totally different functions. With this application TrialSystem becomes the ideal vehicle to do a **proximity marketing**, because it offers an active communication, simultaneously reaching more people within 50 meters, for a placement in large spread, or "targeted" in the local area. Even this device does not need power supply.

**TrialSystem**, can vehicular information on the three sides of the structure: **one or more QRCode**, trademarks municipal roads signs with **reflective letters** visible, even at night, the tourist information centers in multiple languages, and consequently improve the place names of cities.



**TrialSystem** with its design, can support also boards of different sizes and materials, and offer an interactive posters, that, thanks to the chip into the structure can send texts or images, on Smartphone users. It is an innovative system which transforms the visual message in a new dynamic billboards.

TrialSystem, with its shape, its materials, the technology programmed to the request **for emergency, and the camera** (on demand), is proposed as protagonist, for the improvement of safety on roadways

TrialSystem is a new media, because its users (municipalities, concessionaires, companies) can derive resources and lower the cost of purchase of the structure, with the sale of advertising space to local businesses. **[www.trialsystem.eu](http://www.trialsystem.eu)**

