



# Case Study

LED Digital Signage  
Displays to Port Of Tallinn,  
Estonia



Prepared By:  
Ampron Smart LED  
Display Solutions

*LED digital signage displays had to be fit for purpose for the port and sea area. They had to be easily manageable and deeply integrated into the third-party software to reach the goal of deep automation.*

## Customer

Hansab AS

## Project

Smart Port Solution

## Location

Port of Tallinn, Estonia

# Background

Smart Port Project is a traffic flow management solution organizing pre-check in, check-in and line management for ports with multiple ferry operators by providing easy to understand service for people with trucks and cars. Smart Port Project reduces passengers waiting time in the harbor, providing an enjoyable service.

Old City Harbour is one of the biggest and busiest passenger harbours in the Baltic region. It is also the biggest passenger harbor for both Port of Tallinn and Estonia.

# Customer Challenge

When a vehicle enters the port area, the front and back numbers are detected, the height/width/length is measured, and a vehicle is weighed on the road using a special WIM weigh in motion system.

Data received from the number detection and measurement systems is automatically transmitted to the port management system, which checks the existence and conformity of the booking and provides further guidance to the driver at the end of the detection area.

Customer needed to show the information for passengers to take next actions. Passengers need to make decisions at the right time to drive towards right destination.

LED digital signage displays had to be fit for purpose for the port and sea area. They also had to be easily manageable and deeply integrated into the third-party software to reach the goal of deep automation.

## Our Solution

The project at hand was a massive undertaking. End-client got LED message boards with capabilities that we think they could not imagine at the time. As there are not many manufacturers who could provide such modern content management options within the rugged design.

We provided various sizes of our displays to be set up in the testing area, just to convince the project team. Just to make the decision making easier. That gave the valuable option for the project team to make decisions on the various sizes of displays they needed and for developers to get a grasp of the possibilities. Delivered solution is suitable for use at the port conditions. Display information helps direct the passengers safely to their destination. With high quality and deeply integrated into their software. Our software-based communication protocol provides easy and seamless integration to Nortal software.



# Delivery

First delivery to Terminal A in 2016

Terminal D displays were delivered in 2017

## Our Deliverables

### Hardware for Terminal A

30 pcs. - DR-720×720 P8  
13 pcs. - DR-1040×660 P6  
25 pcs. - DR-1040×720 P10  
10 pcs. - DR-1040×1040 P10  
19 pcs. - DR-2000×1040 P10

### Software

AmpronLED Software

### Hardware for Terminal D

25 pcs. - DR-1040×660 P6  
15 pcs. - DR-1040×720 P10  
16 pcs. - DR-1040×1040 P10  
58 pcs. - DR-2000×1040 P10

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# Ampron<sup>o</sup>

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