

Digital projectors replace flexboards at Metro Rail's Chennai airport station

TIMES NEWS NETWORK

Chennai: Colourful advertisements with sparkly lights on digital projectors will soon replace mundane flexboards and acrylic sheets in metro stations.

Chennai Metro Rail Limited has begun installing digital projectors in stations to showcase lively, three dimensional images on the walls of stations. The projectors will be eventually used to rent out advertisement space to generate non-fare revenue, a senior official in the know said.

Recently, commuters walking into the airport metro station were pleasantly surprised seeing a colourful information display showcasing discounts offered on metro train tickets. The image was being projected on the floor in the non-paid area at the concourse level. Some even wondered if it was a Rangoli, but not many knew that it was a projector hanging



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HIGH ON TECH: At Metro Rail's Chennai airport station, an advertisement of discount on fares being projected on a board

from the roof reflecting an image for an advertisement.

A metro rail official called it a gobo (Goes Before Optics) projector which uses lights designed to shine through a template and project it onto a surface. "We are now using these projectors to display train and station related

information and for signages. We will soon be installing more such projectors in all stations and may start renting it out for advertisements for our non-fare revenue," an official said.

While it cuts down the use of physical material for metro information display or advertisements, the

projectors can be calibrated to bounce still and moving images on walls as big as 3m in size from a distance of 9.7m.

CMRL took a cue from metro stations in Guangzhou, China, where all stations had projectors displaying train information and signages, after a team visited the city in 2018. Soon, a projector was installed at the concourse level of Central metro with CMRL logo on a pilot basis.

By 2019 end, a revolving image projector was installed outside Thirumangalam station to display feeder service information.

Another one was installed at airport metro to display metro fare discounts. A fourth one was installed in the pedestrian subway linking central metro and MRTS station.

"This is also an attempt to cut down pollution, as we are eliminating the use of plastic used in flexboards," the official added.