iToplight 2.0

The smartest roof sign just got smarter...

Pointguard

Added Value for your Taxi Business
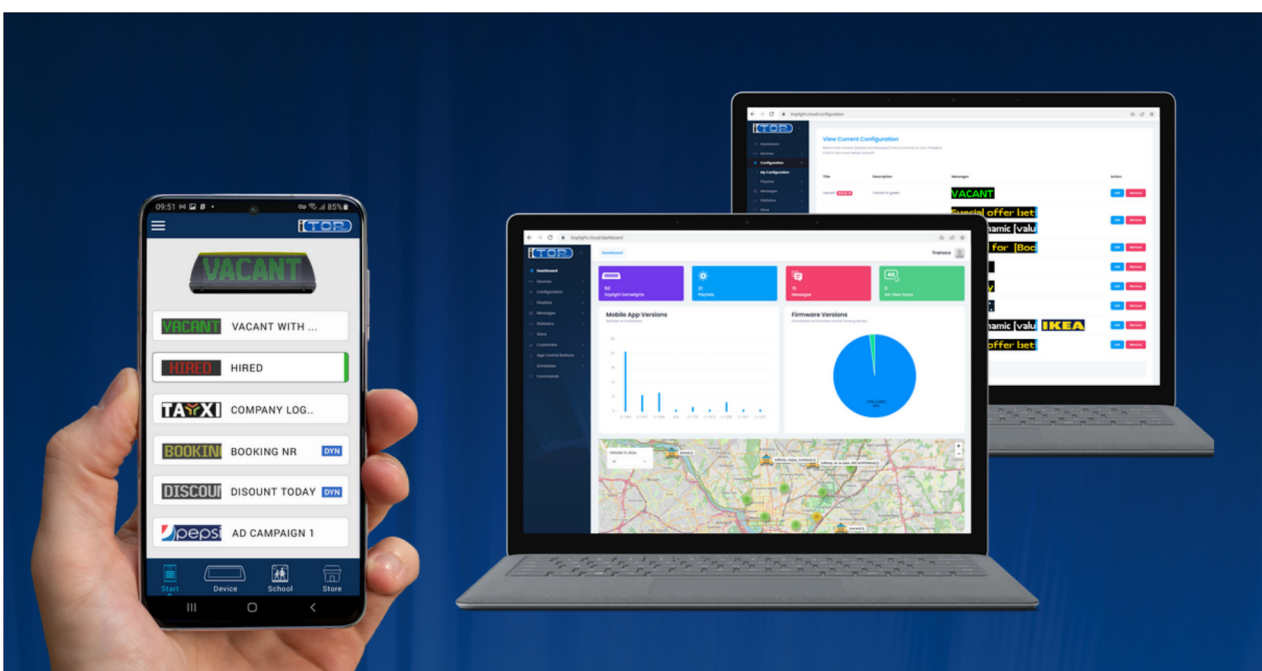
Introducing the iToplight 2.0 from Pointguard

Digital, dynamic and smart, our new iToplights are much more than just signs that highlight your brand.They represent a new era in taxi roof signage, and we're proud to launch the iToplight 2.0 with its brand new D300 model - a facelift of the earlier D100 model - and a complete rebuild of our iToplight app and backend.

We're also excited to introduce the iToplight Cloud Portal - a platform where you can maintain your iToplights, update their configurations and playlists, change and create new messages, use the iToplight store, schedule campaigns, create and manage groups, and so much more. Equipped with a full-color (RGB) bright LED-display with a higher resolution of 16x60 pixels - double that of earlier models - the new iToplight 2.0 can display the status of your taxi, price information, public messages or advertisements, and even adapt its messages to the time and location.

With the Pointguard Companion App, controlling your iToplight is a breeze. Simply connect to our Smarttrig BT module via Bluetooth and trigger playlists and messages, send dynamic messages and booking numbers/names right from your tablet or phone in the vehicle. What's more, the iToplight is already integrated with several popular apps, taximeters, and mobile data terminals, and Pointguard's 3rd party API makes integrating with new partners easy.

Upgrade your taxi with the iToplight 2.0 from Pointguard, and experience the future of taxi roof signage.
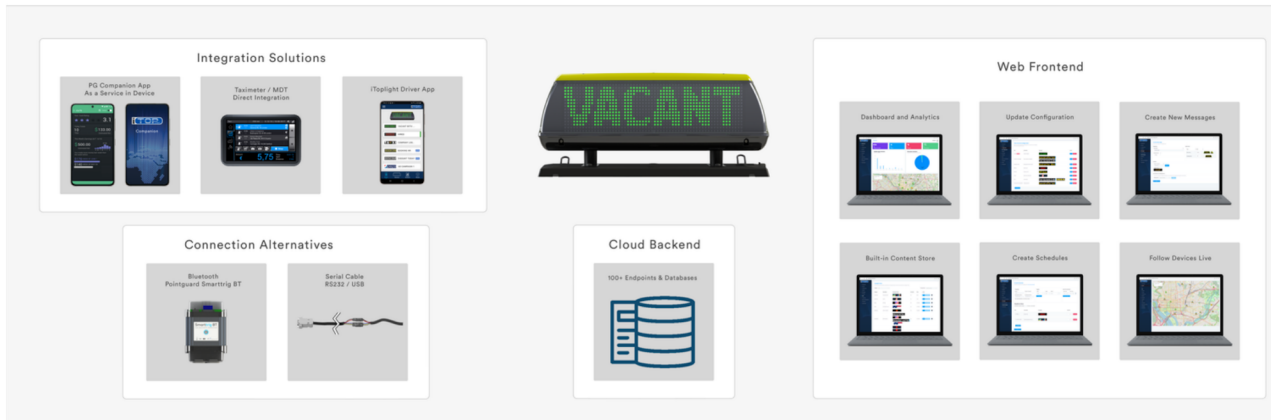
iToplight vs Analog Taxi Roof Sign

Are you looking to upgrade your taxi fleet with a modern and innovative solution? Look no further than iToplight 2.0, the smart digital taxi roof signage. Choosing our iToplight digital roof sign over a traditional analog one can greatly benefit you and your business

1. **Enhanced Visibility**: iToplight 2.0 utilizes cutting-edge LED technology, ensuring maximum visibility both day and night. With full color LED display, graphics, and customizable display options, your taxi will stand out in a crowd, attracting more customers and increasing your visibility on the roads.
2. **Dynamic:** Unlike traditional analog signs that are limited to displaying static messages, iToplight 2.0 offers dynamic messaging capabilities. You can showcase multiple advertisements, promotions, and messages on a rotating basis, capturing the attention of potential passengers and increasing your revenue opportunities.
3. **Real-time Updates**: With iToplight 2.0, you can easily update your signage in real time. Whether it's displaying current discounts, special events, or relevant status for your current ride, you can instantly adapt your messaging to suit your business needs. This flexibility allows you to keep your customers informed and engaged, providing a more personalized and up-to-date experience.
4. **Geo-targeted Advertising**: With the iToplight 2.0 and the Pointguard iToplight app, you can also deliver location-specific messages and advertisements. Tailoring your messages based on the areas you operate in allows you to effectively target potential customers and create a stronger connection with your local community.
5. **Smart Connectivity:** iToplight 2.0 integrates seamlessly with smart devices and software applications, allowing you to manage and control your signage remotely. You can easily change messages, monitor performance, and gather valuable data insights to optimize your advertising strategies, improving the overall efficiency of your business operations.

iToplight 2.0 - Ecosystem Overview

Introducing the iToplight Ecosystem: Empowering Your Taxi Business

1. **iToplight Hardware**: The iToplight hardware, an innovative, visible, and state-of-the-art solution, forms the foundation of the iToplight Ecosystem. Designed and developed from scratch by the development team at Pointguard, this hardware represents the pinnacle of excellence in our industry. At Pointguard, we are proud to offer three distinct models of the iToplight: D300, D500, and D200. Among these models, the D300 stands out as the first to support our new iToplight 2.0 platform.

2. **Web Front End:** The iToplight ecosystem features a user-friendly web front end, iToplight Cloud, that provides you with a seamless interface to manage and control your digital taxi roof signage. With an intuitive dashboard, you can easily customize messages, playlists, schedule advertising campaigns, and monitor the performance of your iToplight devices. Our web front end ensures effortless navigation and a streamlined experience, empowering you to take full control of your iToplight strategy.

3. **Cloud Backend:** Harnessing the power of cloud technology, our robust backend infrastructure (AWS) ensures a secure and reliable foundation for your iToplight ecosystem. With the cloud backend, you can store and access your data with ease, enabling seamless synchronization across all your connected devices. Benefit from automatic software updates, remote troubleshooting, and data analytics that provide valuable insights to optimize your advertising efforts.

4. **Integration Solutions**: To enhance the functionality of your iToplight devices, we offer different integration solutions enabling you to manage and control your iToplight units, update content, and monitor performance. Use our *iToplight App* and stay connected and in control of your playlists, messages and campaigns, or use our *iToplight Companion App* that serves as a service-in-device solution for integration seamlessly with 3rd party software suppliers and taxi dispatch supplier apps.

5. **Connection Alternatives**: The iToplight ecosystem offers versatile connection alternatives to meet your specific needs. You can choose between Bluetooth connectivity using Pointguard's Smarttrig BT module or a serial cable with RS232/USB connection. Both options provide reliable and efficient communication between your iToplight devices, app and the backend systems.

6. **Direct integartion with taximeter / MDT**: In addition to its comprehensive features, the iToplight ecosystem also offers direct integration with taximeter devices, providing seamless communication between your digital taxi roof signage and the taximeter/MDT.

iToplight D300

Introducing the all-new iToplight D300 from Pointguard - the most advanced and customizable roof sign for taxis. Based on the former iToplight D100 model, we've given the D300 a major facelift with design improvements that enhance external light visibility, and added the option to use dual LED displays - forward and backward-facing - for maximum impact.

Designed and adapted to support the new iToplight 2.0 hardware and software platform, the D300 is the first model in the Pointguard range of iToplights that boasts this cutting-edge technology. Featuring a bright, full-color LED display (RGB) with a 16x60 pixel resolution, you can create and display graphics, messages, logos, and even promotions on your iToplight, making it the perfect tool to advertise your taxi services. You're in full control with the new iToplight app and Cloud portal, making it the smartest roof sign built for the taxi industry.

With the iToplight D300, you can customize its look and feel to match your brand. Choose your preferred color for the housing and baseplate, add a TAXI sticker to the external logo/taxi zone in the back of the D300, or upload your company logo for a truly unique and personalized layout. The D300 comes with a magnetic fixing for either a central mounting or side mounting position on the vehicle and we have solutions for those with panorama glass roofs, allowing you to attach your iToplight securely to your vehicle.

Upgrade your taxi with the iToplight D300 and let it do the talking for you.

iToplight D300 - Technical Specifications

Display

Colors: Full RGB

Display size: 320 x 85 mm

Resolution: 16 x 60

Pixel pitch: 5.5 mm

Luminous intensity: 5000 nits

Brightness control: Automatic through light sensor

LED vertical viewing angle: 120 degrees

Led display lifespan: <50.000h

Power

Working voltage: 7-28 V

Power consumption: Average 500 mA

Power protection: Protected up to 100A

Power switch: Controlled by in car computer or taxi meter

Maximum Power consumption: 3 Amp

Size and Weight

Dimensions (H/W/D): 154 x 404 x 172 mm

Weight: 1.6 kg

Materials

Housing: Poly Carbonate (PC)

Visor: Customized scratch resistant Poly Carbonate (PC)

LED-board: SMD with high temperature specs

Diodes: Lead free, RoHS 6 fully compliant

Functionality

Automatic display of preprogrammed messages

Real time display of messages sent from Pointguard Cloud

Multiple fonts and scroll types supported

Automatic indication of Taxi status via LED:s

Alarm function

Temperature Ranges

Electronics operational temperature range: -40°C to +85°C

LED operational temperature range: -40°C to +85°C

Electronics storage temperature range: - 40°C to +85°C

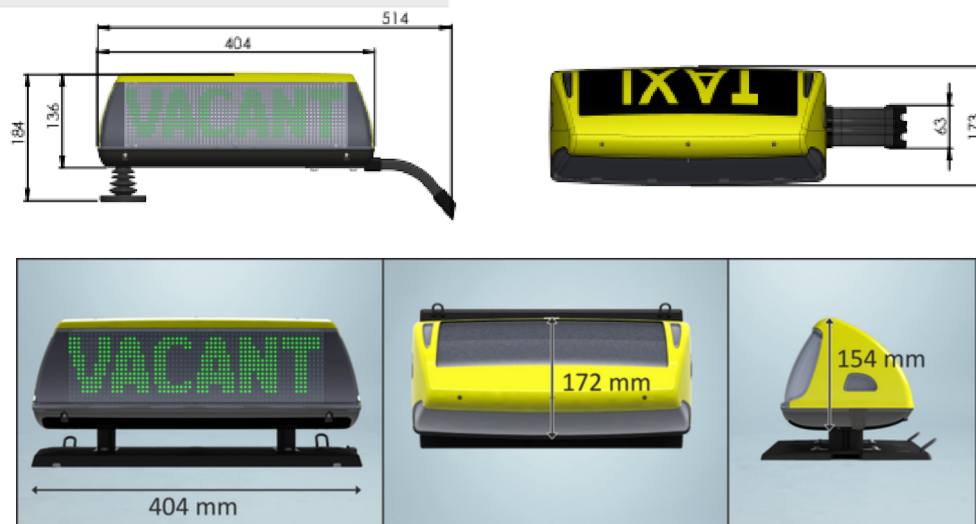LED storage temperature range: -40°C to +85°C

Visibility

Visor: low reflection, high contrast glass

Viewing distance: < 75 m

Connectors and Communication

Connected by two miniature, waterproof Molex connectors

Input format: Bitmap picture and ASCII charachters

Type of communication: serial via RS232 or via Bluetooth

Controllable via Smartphone-app

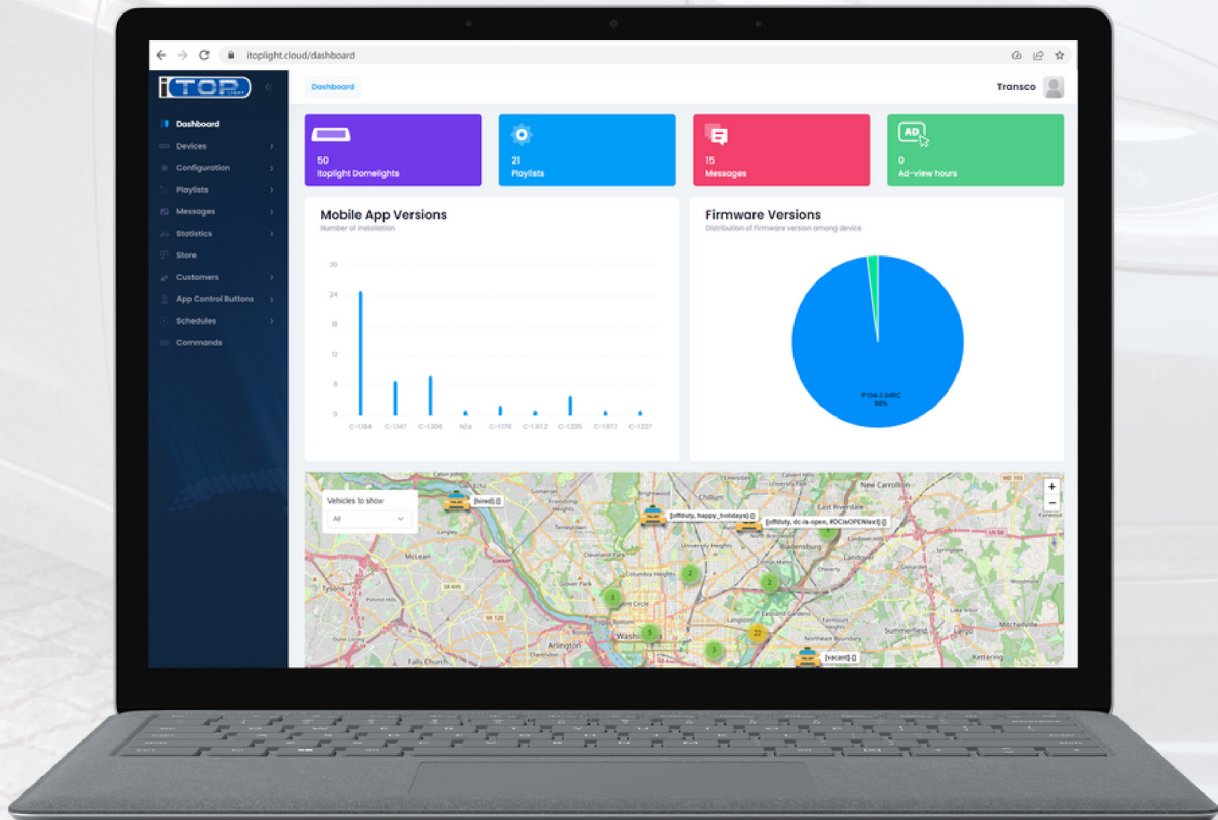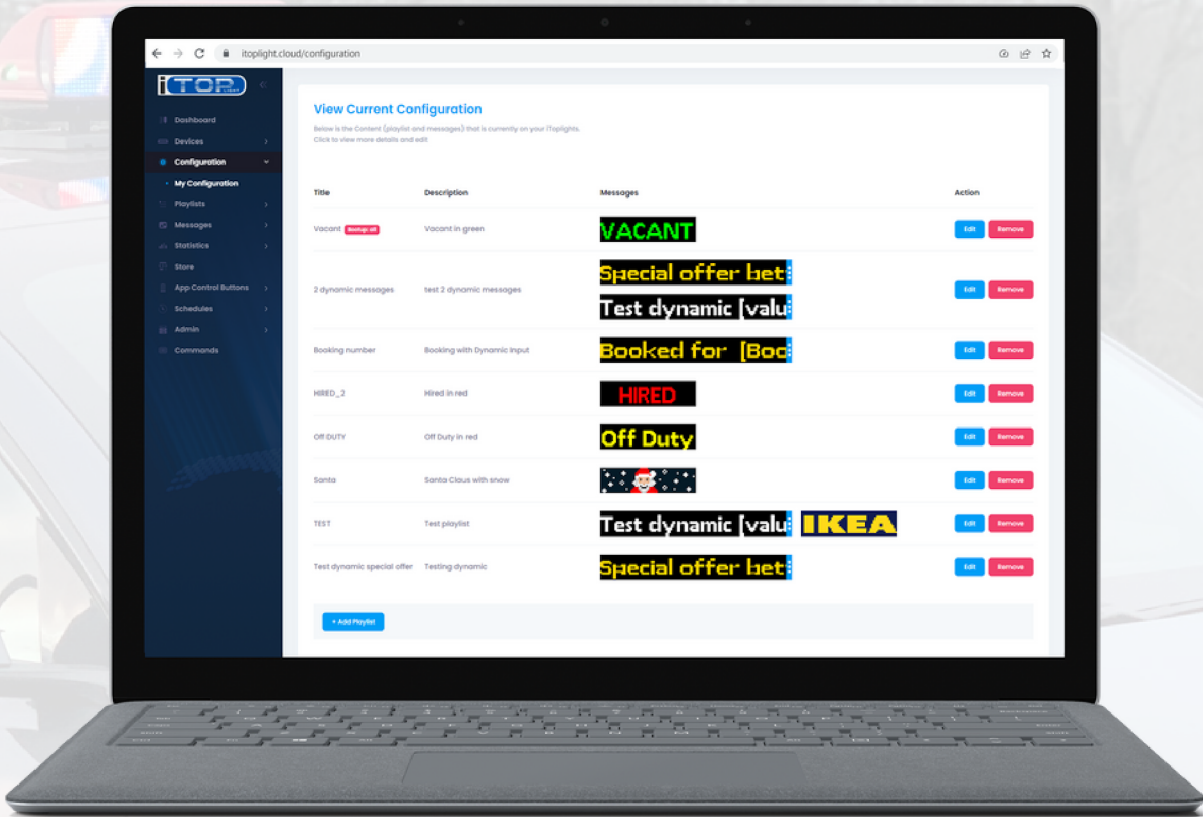Canbus: Can read and write canbus signals

Protection

Inner case: IP Class 65

Outer case: IP Class 54

Temperature and humidity sensors on controlboard and displayboards to monitor internal working environment

Tests and certifications

Shock and vibration: Passed City Crash test according to ISO/PAS 11154:2006 up to 8G

EMC/EMF radiation: Certified according to EN 50498:2010

All electronics are RoHS compliant.

Inputs and outputs

6 standard outputs with current capacity of 1 Amp

2 power outputs with current capacity of 3 amps

Current monitor function of outputs for automatic failure alerts

6 opto isolated inputs to show messages triggered by buttons

iToplight Cloud Portal

iToplight D300

iToplight D300

iToplight D300 Dual Displays (Front and Rear)