ABSTRACT

PASSENGER GUIDANCE DISPLAY SYSTEM, PASSENGER GUIDANCE DISPLAY APPARATUS, AND PASSENGER GUIDANCE DISPLAY METHOD

The present invention provides a passenger guidance display system comprising a service managing apparatus configured to manage on-rail information and a service schedule of a train and a passenger guidance display apparatus provided in a station premise and configured to perform display of passenger guidance using service information of a train scheduled to arrive next transmitted from the service managing apparatus. The passenger guidance display apparatus includes an advertisement database including advertisement data associated with service information of trains, a display control unit configured to select, from the advertisement database, advertisement data associated with the service information of the train scheduled to arrive transmitted from the service managing apparatus and combine the selected advertisement data and the service information to create, as one screen, a guidance video including advertisement guidance, and a display device configured to display the guidance video according to control by the display control unit.

Figure 1