Busflix

Premium Technology
for Premium Buses

...

Phone & Email
Direct Line: +91 8888 15 3333
busflix.in@gmail.com

The Smarter Choice.

Busflix
Mediabox Pro

Busflix
Mediabox Pro

FEATURES

Wi-Fi Entertainment

Automated Public Announcement

LCD TV Interfacing

Touch screen

Captive portal Internet

Ad engine

Cloud Controlled

Feedback

Ticket Booking

Hotel booking

BusFlix

Problem 1: Entertainment?

- Long distance travel, can become monotonous and boring.
- Customers often go through prolonged period of boredom / idleness.
- 3G/4G cellular connectivity insufficient to consume media content on the go.
- LCD screens are expensive & maintenance heavy.
- A local source of media content is needed.

BusFlix

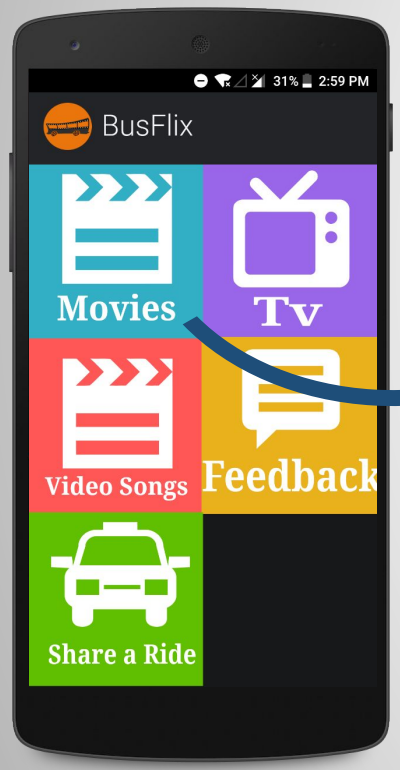
Solution: Entertainment

1. Passengers connect to Busflix Wi-Fi Network on their smart phones.
2. Open browser & enter URL - **busflix.in**
3. Watch content as per choice. Zero buffering.
4. No app installation required.

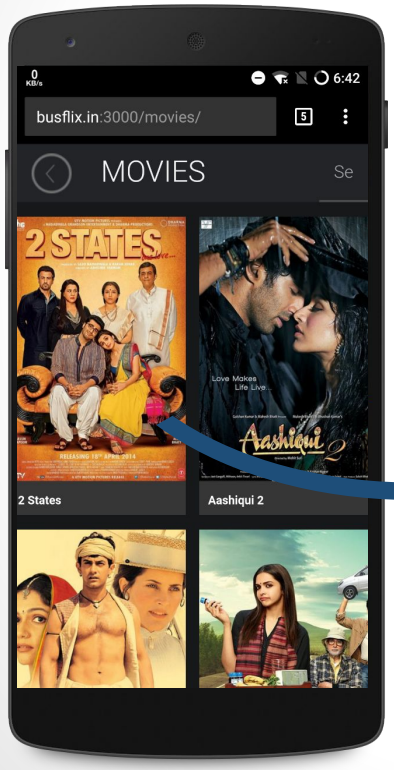
BusFlix

Screen Shots from the client phones.

Entertainment UI

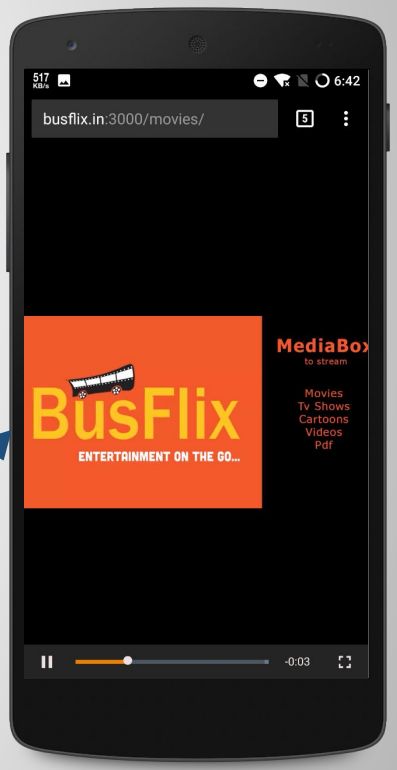


Homepage



Catalogue section

Click to Play



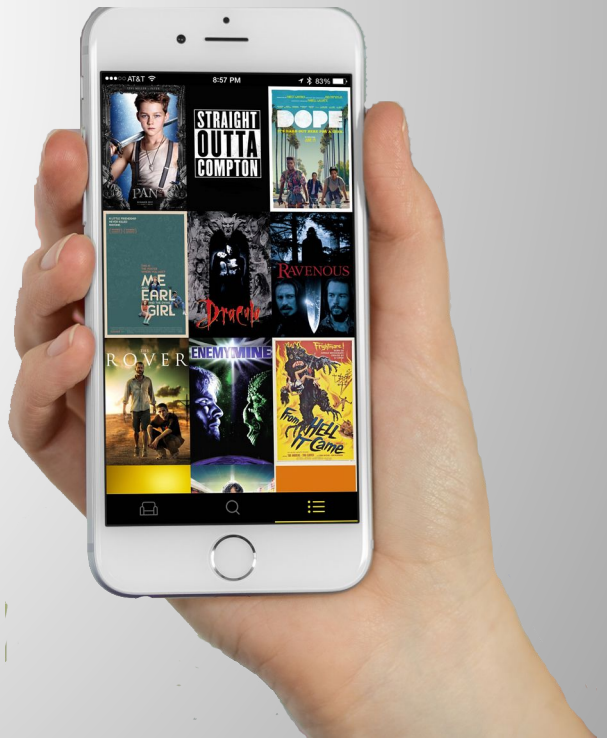
No Buffering. Play started

BusFlix

Entertainment solved

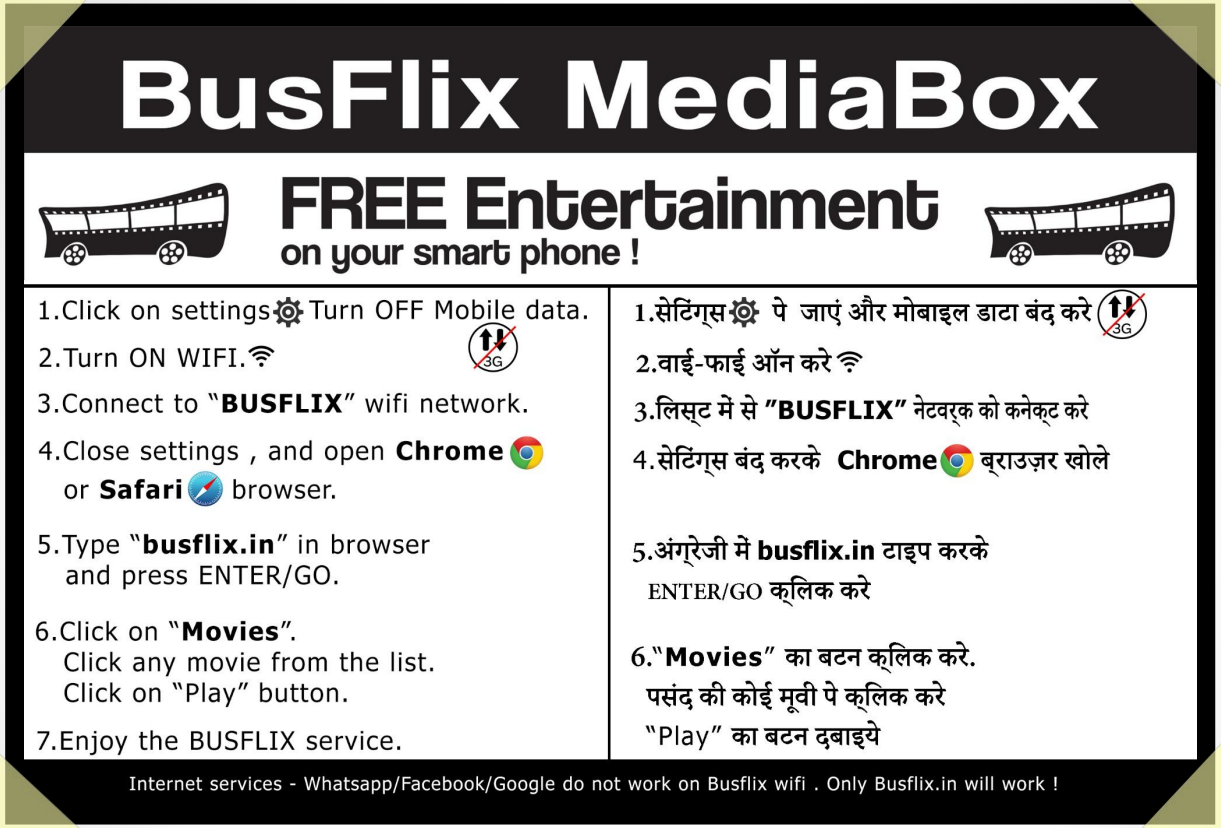
Wi-Fi based Content Distribution System

- Provides passengers with 100's of movies, TV show, Cartoons, music on their smart phones. Choice of content
- Zero buffering. Online + offline architecture to compensate for inconsistent cellular coverage.
- 90% cheaper alternative to LCD screens which are capital intensive and maintenance heavy.



BusFlix

For Bus Passengers



Usage Instruction leaflet

pasted behind every bus seat

&

In every sleeper compartment

BusFlix

Problem 2: Inadequate information

- Buses do not provide public announcement system like flights, Metros.
- No broadcasting of messages relating to safety, security, upcoming stoppage points or upcoming dropping points.

Public Announcement System

Play pre-recorded

- ❑ Welcome Messages
- ❑ Safety Guidelines
- ❑ Cleanliness rules
- ❑ Dinner Stops
- ❑ Washroom Stops
- ❑ Dropping Points

- ❑ Advertise other services

- State-of-Art Announcement system, giving a premium travel experience.
- Automated GPS Based + Manually controlled.
- “Flight-Like” announcements.
- Female Voice.

BusFlix

GPS based Announcement triggering

BusFlix

Problem 3: Internet Provision

- No infrastructure for internet connectivity as a service offering.
- If offered using an dongle Wi-Fi access point, no provision to distribute data quota equally
  - The first few users consume the daily fixed quota of data
  - For others it becomes futile
  - Leading to bad reviews.

BusFlix

Internet Access

- Captive portal based infrastructure with industry standard AAA protocol & Free radius server
- Only passengers can get a fixed amount of data usage, and at controlled speeds.
- Quota based.
- OTP access

CCTV Surveillance & Monitoring

- Capability to ensure safety and security inside the bus by providing a live feed.
- LAN port, Wi-Fi connectivity for internet accessible CCTV cameras.
- Bus operators access live feed from their offices.

BusFlix

Problem 5: LCD Screen media source

- No dedicated media source device for controlling LCD screen(single screen or mirrored screens) playback with licensed content .
- No integration of Public announcement system with LCD screens.
- No utilization of the advertising space and the captive audience.

Solution

- Easy to control LCD TV screen playback
- Automated notifications of public announcements
- Powered by licensed content
- Content updated on the go
- Inbuilt ads engine

BusFlix

- Content piracy is rampant in bus travel industry and openly practiced by bus operators
- High risk to brand image and can lead to legal action

Solution

- With content partner, all media content sourced from busflix mediabox is licensed
- Content regularly updated over the air
- HD content available across different genres and support for regional content.

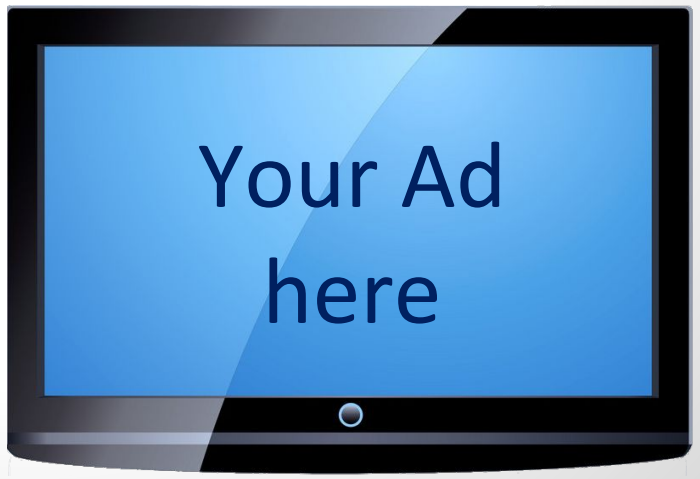
BusFlix

- A captive audience makes a perfect target for advertisers.
- A cloud controlled ads engine is embedded in all Busflix Mediabox devices.
- High impact multimedia ads stream pre/mid/post roll on Wi-Fi entertainment and LCD screen playback.

- Target offline ticket booking users to opt for online ticket booking
- Promote specific ticket booking engine and push out latest features and offers.
- Eg. advertise Redbus booking benefits and offers to perfectly targeted audience

In-built ads engine

Cloud controlled advertisements on LCD TV and smart phone media playback, at each bus level



Bus Tv screens

BusFlix

For the Advertisers

Overlapping Customer Base

Professionals, business owners, IT employees, students are majority users. High buying power.

Cost Effective

High benefit-to-cost ratio, compared to other platforms like print, radio, TV etc.

Complete Analytics

Get detailed report on all the impressions. Real-time update for ads.

Captive Audience

Attention is the new currency. Here, we have undivided and ample supply of it.

High Impact - Multimedia

The impact and effectiveness of a video + audio ad is unmatched.

Non-Skippable

Nature of the ads, ensures your brand pitch gets heard.

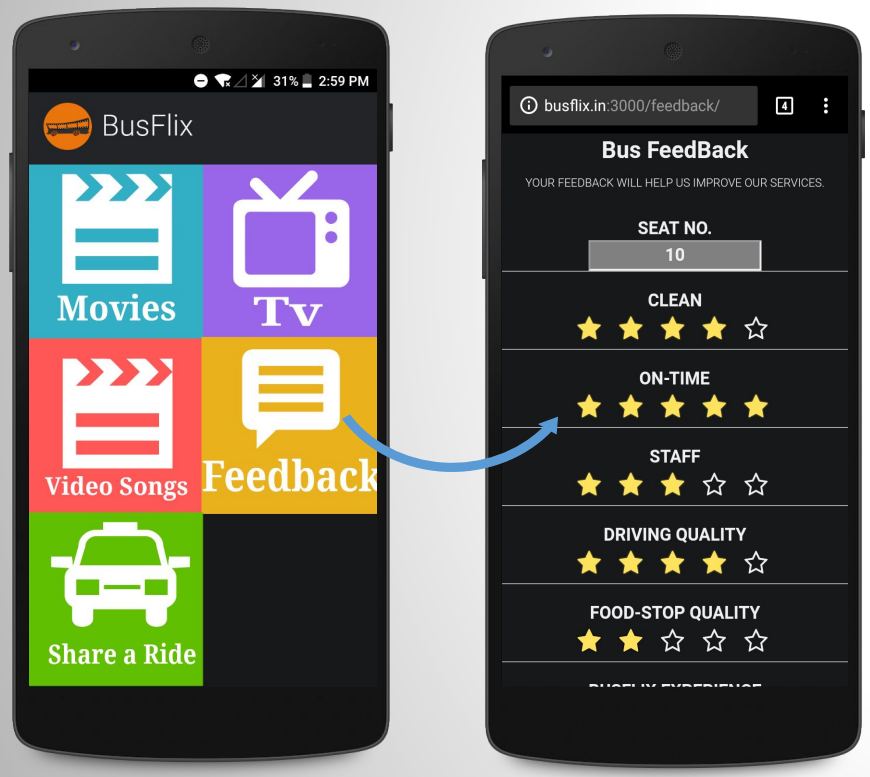
BusFlix

Missing Feedback Channel

- Communication gap between passengers and Bus owner/management exists.
- No provision to collect ratings, comments, suggestions, complaints from passengers.
- No channel which collects feedback when the passengers are using the services and are in the journey.

"We all need people who will give us feedback.
That's how we improve."
- Bill Gates

Feedback System



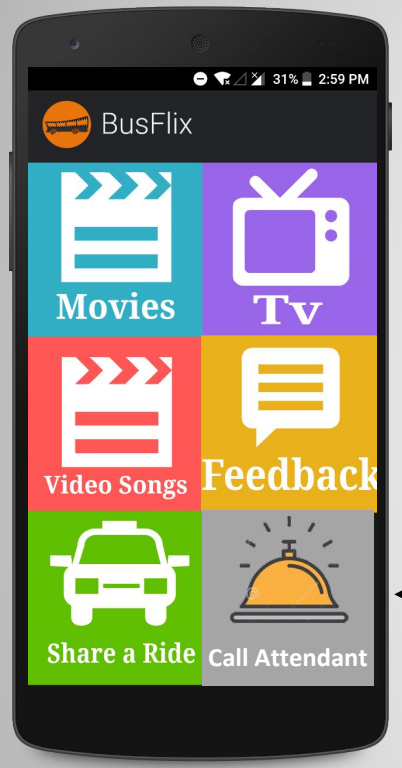
Homepage

Feedback Section

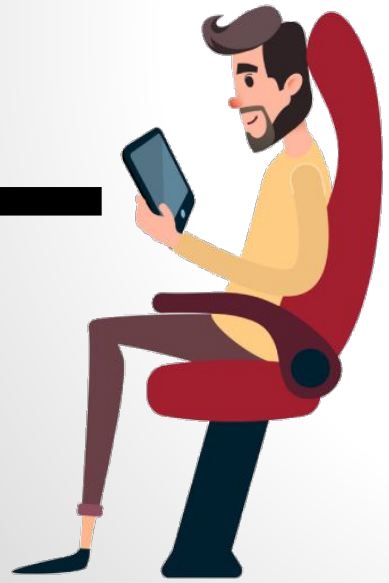
- Lets passengers submit ratings, comments, suggestions & complaints while using your services.
- Know what matters the most to your customers.
- Bus Owners/managers view all submitted feedbacks on dashboard & email in real-time.

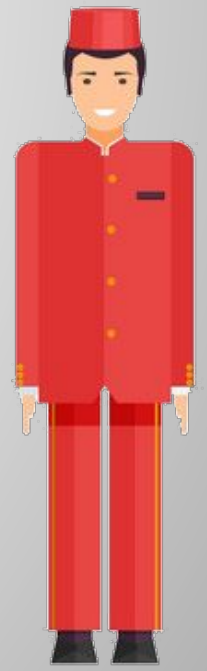
BusFlix

Call Attendant



- Use smartphone to call bus staff.
- Just submit seat number and a bus staff member will come to assist the passenger.

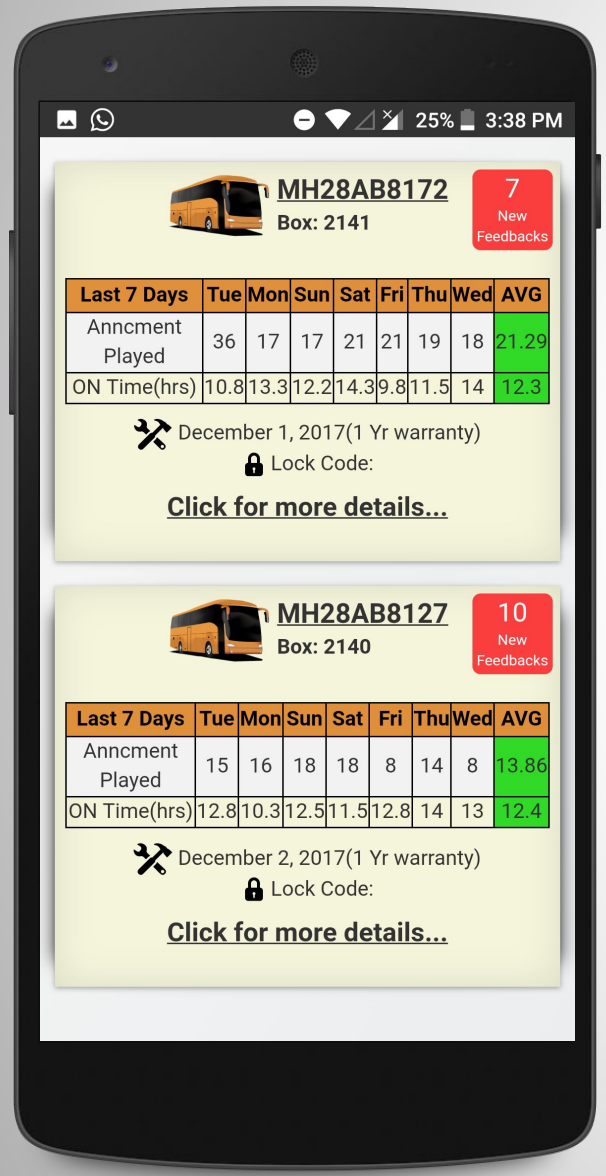




BusFlix

Dashboards

For bus owners / managers



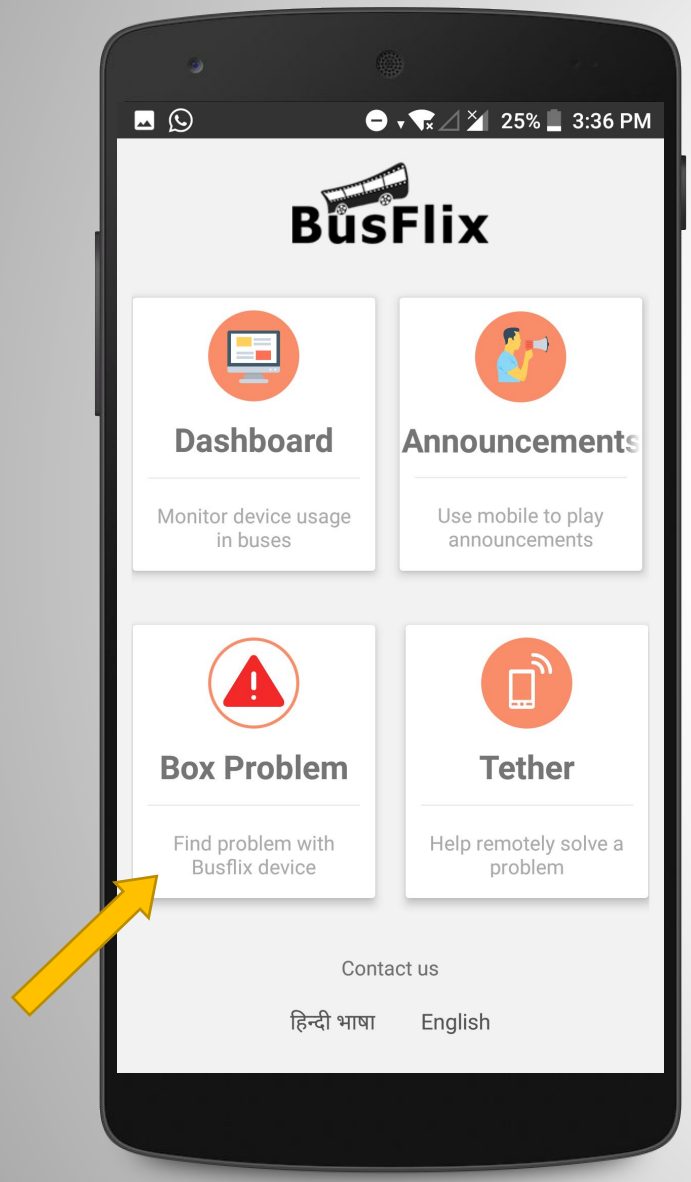
Busflix Owner App

- Web login, Android app logins to dashboard.
- Passenger submitted Feedbacks, ratings & comments can be seen.
- Bus owners track Busflix usage in each of their buses. Device ON & OFF timings, Announcement plays.
- Notifications if some bus staff is not using the device.
- Weekly PDF usage reports sent by Email.

“We ensure all devices stay operational with continuous Monitoring ”

BusFlix

Remote Cloud based Diagnostic & Management

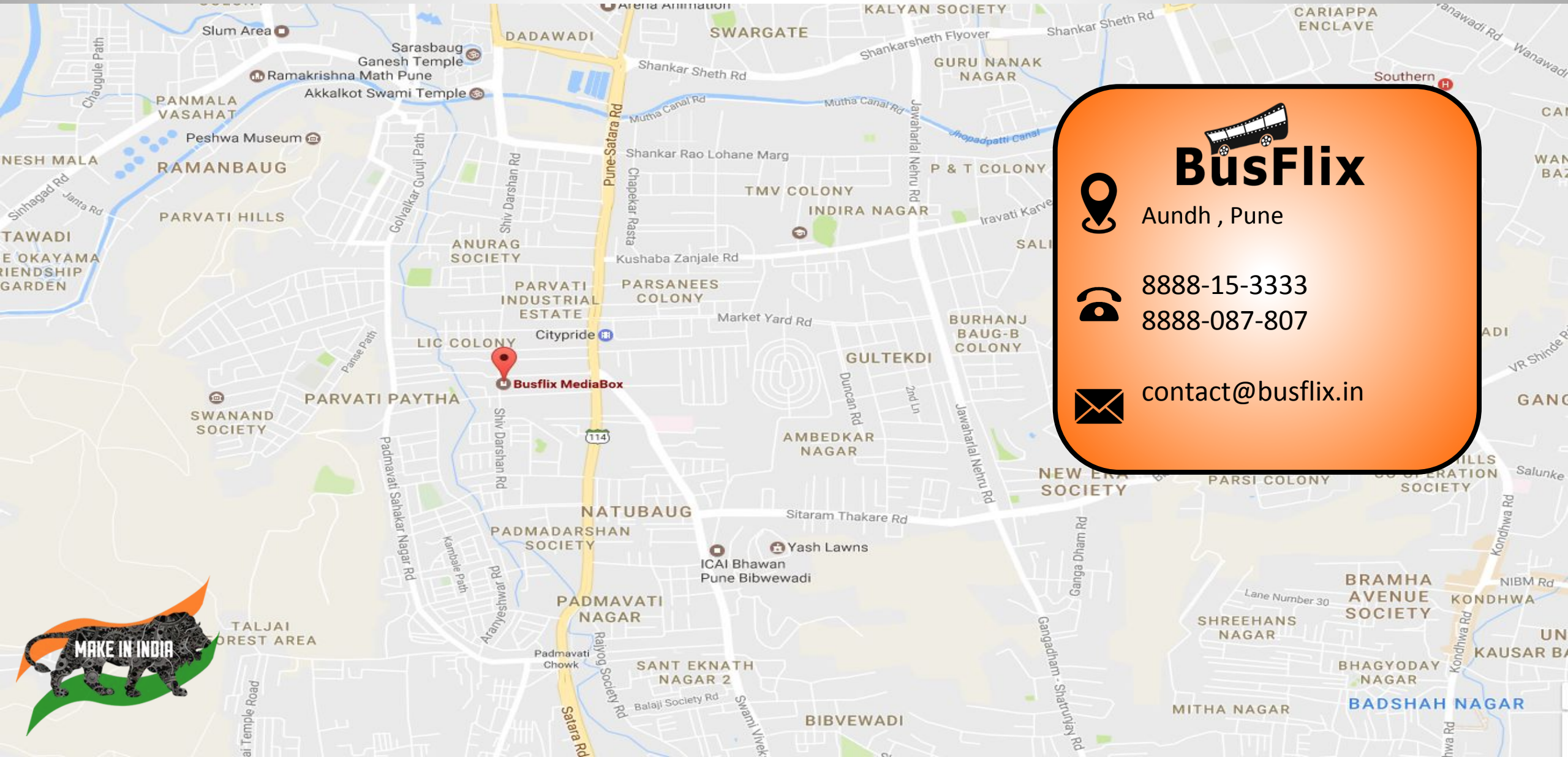


Busflix Owner App

- In case of an issue with a device, just run the “Box Problem” section in our Busflix Android app when near the device.
- Automatic series of tests are run for troubleshooting the issue at hand.
- Reports are generated and sent to cloud.
- All software issues are remotely fixed. For hardware issue we immediately ship a replacement device.
- 1Yr complete support and warranty on hardware.
- Complete remote debugging infrastructure in place.

“Quality service is our differentiator”

Get in Touch



BusFlix

Aundh , Pune

8888-15-3333
8888-087-807

contact@busflix.in

MAKE IN INDIA