**MPM APTA TRANSform 2026 Exhibitor Profile**

Press Release 2 of 2 for the event app digital profile

*Draft v2 · 21 Sep 2026 · Rewritten against the Booth Story & Talking Points (30 Jun 2026)*
*Quote inserted for Bryan's approval. Sentence-by-sentence sourcing at the end.*

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# From the Vehicle to the Shelter to the Remote Stop: Booth 1662

**CHICAGO, [posting date], 2026.** Message Point Media builds the complete transit communication system, and stays with it after the install. Booth 1662 is that claim built at full scale.

The booth is five working zones rather than a display wall. Each one answers a question agencies actually arrive with.

Off-grid draws the longest conversations. trans-reflective, e-ink and solar e-paper technologies all get called "the solar option," and they behave very differently in January in the Midwest. At Booth 1662 they sit side by side, in the same light, running the same content, so the tradeoffs are visible instead of theoretical.

Elsewhere on the floor: a wayside display shown with the full range of mounting methods rather than one tidy example; interactive and ADA audio controls that visitors can press themselves; on-vehicle and rail displays with their brackets exposed; and a layered information demonstration showing how the same arrival gets read at fifty feet, at fifteen feet, and at arm's length. A model transit line runs through the booth as the whole system in miniature, which is the fastest way to see how the pieces connect.

The people staffing it are the ones who design the hardware and support it in the field, for 118 transit agencies across North America. Attendees are invited to bring their hardest install: the shelter with no power, the rail retrofit with no clean wall, the stop that has never had a sign at all.

> *"This is us being able to adapt to you instead of making you adapt to us. We do off-grid in three different technologies, and ten different sizes and shapes of vehicle display, because the right answer depends on the stop and on the bus. Nobody has ever brought us structured data from their transit system that we could not integrate, and we have had customers change CAD/AVL platforms underneath us and just keep running. That is what I would like someone to walk out of Booth 1662 understanding, and it is why we would rather see your hardest install than give you a demo."*
>
> — Bryan Gilliom, CEO, Message Point Media

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