MPM APTA TRANSform 2026 Exhibitor Profile

Press Release 1 of 2 for the event app digital profile

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Quote inserted for Bryan's approval. Sentence-by-sentence sourcing at the end.

Born to Innovate. Built to Last. And, Built in Alabama.

IRONDALE, Ala., [posting date], 2026. Most transit signage is assembled from parts someone else made. Message Point Media takes a different path: the company designs its own hardware, writes its own software, and now cuts, bends, welds and finishes the metal itself, all from one facility outside Birmingham.

That last piece matters more than it sounds. Bus stanchion and handrail layouts are not standard. Manufacturers bend handrail to order around wheelchair securement, seat count, rear-door technology and luggage racks, which makes every retrofit bracket a one-off by nature. Traditional metal vendors answer that reality with thousand-unit minimums or small-quantity pricing that kills the project.

With fiber laser cutting, pipe bending, precision welding and powder coating in house, MPM can build a bracket, test it on the actual vehicle, revise it and produce it in days, at whatever quantity the fleet needs. Hardware gets iterated the way software does.

The same principle carries through the life of the asset. MPM supports more than 4,000 displays for 118 transit agencies in over 130 cities across the United States, Canada and Mexico, every one of them running on the company's own platform. Owning the process end to end means parts stay available as long as the agency needs them, not as long as a supplier keeps them in the catalog.

> *"One size fits all is a relic of the old way of manufacturing, where you design something, you build ten thousand of them, put them in a warehouse, and then you have to sell all ten thousand of those before you can even think about doing something else. We have always been an integrator, and that does not make us any less a manufacturer. We bring the pieces together and finish the system here, for that agency's buses and that agency's stops, and that now includes cutting, bending, welding and finishing the mounting that gets it onto them. We make one, put it on the actual vehicle, change what is wrong with it, and then make more, at whatever quantity that fleet actually needs."*
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> — Bryan Gilliom, CEO, Message Point Media

Message Point Media exhibits at Booth 1662, APTA TRANSform 2026, McCormick Place, Chicago, October 5–7.

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