

GDS Technology ready to bring its cutting-edge displays to Railtex/Infrarail

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Global Display Solutions – well known for providing digital displays and touch-screen panels to transport businesses in mainland Europe and America – is introducing its cutting-edge technology to the UK rail industry.

The Railtex/Infrarail Exhibition will provide the perfect launchpad for **Eagle Lab** partner GDS Technology Ltd, the UK operational arm of Global Display Solutions, to start face-to-face business with the rail industry in the United Kingdom. It is an essential step, having made promising inroads throughout the pandemic.

Global Display Solutions is a worldwide company with sales, installation and maintenance teams on the ground serving clients across the US and Europe. To date, the company has installed more than 700,000 electronic advertising displays and touch-screen information points. Each of these can be made fully interactive and bespoke to the client's operating system, with aesthetics that complement the business brand.

Across Europe, GDS has developed strong and meaningful ties to the rail industry. Longstanding customer Deutsche Bahn, for example, recently placed what GDS believe to be the highest-ever order of efficient,

eco-friendly e-ink displays. Other major rail clients for their TFT / LED displays include Swiss Federal Railways, Norwegian Railways and SNCF in France.

Now it is time for GDS Technology to place its globally used technology into the hands of the UK rail industry.

Glynn Hutton is the UK Sales Development Manager for GDS Technology. He said his team had spent a long time making sure its popular and reliable worldwide rail offering was properly calibrated for the UK: "Every railway network is different, just as every customer is unique," he said. "It's important to make sure that our design and manufacture works seamlessly with each client's best practices.

"We've spent time during the pandemic carefully preparing for the needs of the UK rail industry. We want to ensure businesses here get the same world-class service as they would if they operated next to our global headquarters in Italy."

GDS Technology has already earned RISQS certification, demonstrating an intricate understanding of UK rail quality and safety standards – reassurance to any rail business which wants to use its bespoke technology. They also have Unife certification, Iris certification, ISO 9001 and Ecovadis for environmental standards.

The displays also protect the bottom line. "We believe we have the best 'total cost of ownership' in the market for our displays," Glynn said. "Any one display should run flawlessly for many years without breakdown, and we inspect them to ensure this is the case.

"And, as well as being efficient, our displays are easy to maintain: you can easily access, inspect and hot-swap all of the main components. This too helps drive down the costs."

RBD Community's Eagle Lab is working with GDS Technology ahead of Railtex/Infrarail, with a stand, profile-raising and marketing input. Glynn added he was looking forward to the event: "The exhibition is a welcome chance to truly launch our offering in UK rail. There's nothing like getting a person-to-person understanding of businesses who work with us, and so it's an important step in our strategy.

"It's crucial to find ways to raise your profile as high as possible and highlight your potential –especially when you are in an industry with as high a standard as rail. Combining our knowhow with that of Eagle Lab is a very effective way to achieve this."

[Find out more about Eagle Lab, here](#). The Railtex/Infrarail exhibition runs from September 7-9 at the NEC, Birmingham.