



DIGITAL TOUCH POINT

Unlocking the digital world: Your Gateway to Advanced Asset Insights

The **Digital Touch Point** – a plate attached to an asset – connects **physical objects with the digital world** and thus provides **unprecedented opportunities**. A code based on the global valid and commonly used GS1 identification standard – machine readable and unique – unlocks the gateway to the digital world.

The Digital Touch Point is an identification feature in asset management for track providers. The information behind the Data Matrix code is only accessible via the registered **zentrak Customer Portal**. All asset information is stored

and documented in a standardized way in the application. This enables simple identification of products at the customer’s premises.

All voestalpine Railway Systems assets are equipped and delivered with the tag to provide the **basis for life cycle tracking**. Existing systems can also be retrofitted with the tag. The Digital Touch Point makes it possible to access asset information location independent by scanning the tag. Furthermore, serialization optimizes life cycle tracking.



Why?

- » Easy access to technical data from the manufacturer
- » Complete traceability of the product life cycle through serialization
- » Location-independent availability of information
- » Need of a Digital Product Pass (EU-Regulation 2027+)

What?

- » Standardized asset delivery incl. Digital Touch Points
- » Simplified collaboration and exchange of system information between operators and manufacturers
- » Digital Touch Point signs use the zentrak asset management platform to provide easy access to data

How?

- » Infrastructure systems are equipped with a tag during production and delivered as follows
- » Retrofitting of assets already in operation
- » Connection to zentrak Asset Management and zentrak Customer Portal