

Kizoom in the news

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Essex picks Cityspace to support park and ride plans

Essex County Council has selected transport technology company Cityspace to provide an integrated content management system to support the local authority's investment in park and ride schemes and to bring real-time information and services to passengers on the move.

Due to go live this summer, the Cityspace Vision content management system will be used to broadcast travel, traffic and real-time departure information services to LCD screens at the Chelmsford park and ride site, as well as across the seven existing 'smart columns' situated at bus stops in Chelmsford town centre. The columns, which already offer journey planning and interactive services, will show real-time bus and train arrivals and departures and disruption information from around Chelmsford.

"We're investing heavily in park and ride schemes to tackle congestion and poor air quality," said Tony Ciaburro, director of highways and transportation at Essex County Council. "This is a clever, low maintenance integrated system which hands us full control. We are looking at expanding it to encompass a mobile phone service for bus arrival times – these are the kinds of services which will get people to buy in to public transport."

Guy Wolfenden, director of Cityspace Transport, added: "We are delighted to have been selected by Essex for this pivotal public service. We have found that easy access to accurate transport information and services goes a long way to convincing people that public transport is a convenient option."