

Kizoom in the news

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CASE STUDY CONTENT MANAGEMENT

Getting clever with mobile communication

The potential for mobile phones to play a key role in transport information delivery has been promised for many years. But now, information specialists Cityspace have come up with three new applications to unlock access to this valuable method of communication

As travel information moves inexorably to electronic and self service channels, Cityspace heralds a portfolio of cutting-edge mobile transport solutions. Also making a debut at the Technology Zone at Euro Bus Expo at the NEC, Birmingham, on 4-6 November, will be Cityspace Vision, the latest content management system for delivering real-time and complex information feeds to screens.

Since acquiring Kizoom, leaders in mobile technology for transport, Cityspace has been busy developing complementary, world-class mobile services which add great value for passengers.

Making it easy to use public transport is at the very heart of effective mobile technology; not just enhancing the waiting experience but cutting it out altogether.

Today, the travelling public can use internet and SMS services to literally plan 'just in time' journeys whenever and from wherever they need it; quickly accessing reliable live real-time departure information for rail, bus and air on the move.

The three flagship mobile services which most reflect this are being demonstrated live on the stand at Euro Bus Expo.

■ LIVE DEPARTURES

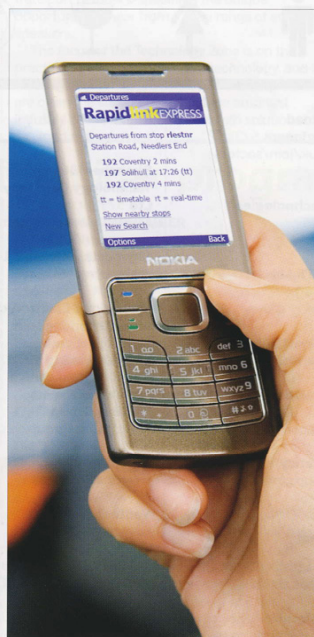
'Live Departures to Mobile' brings real-time bus, rail and air travel information to the public when and where they need it on their mobile phones.

Using Kizoom technology and real-time feeds, this simple service is delivered through two complementary channels: universal SMS text for real-time bus departures, integrated into the Traveline national 84268 system and via mobile internet for a rich content experience.

Next stop: Stand T148! This is a live demo of the service that will run throughout Euro Bus Expo. Visitors to the stand can try the service by texting the number on the Cityspace 'bus stop' to receive the latest live bus arrival times.

■ MOBILE MAPPING

The mobile internet service integrates mapping with advanced search technology to deliver real-time bus, rail and air departures and a comprehensive menu of interactive services including maps, journey



Live Departures to Mobile: Real-time information to mobile phones using Kizoom technology

planning and disruption news. Live Travel Map is an easy-to-use, map-based service which gives the travelling public fast access to live information for all modes of transport on a simple map-based interface.

It integrates information from multiple sources, such as timetable data, Real Time Information (RTI)

and Urban Traffic Management and Control (UTMC) to deliver convenient access to live rail, bus, air departures, road disruptions, car parking availability and other local services when and where its needed; at home, work or on the move on any device.

Live Travel Map will be fully demonstrated on a large screen, live on the stand throughout the show.

■ ADDING VALUE

Timetable to Mobile is a simple application which, once downloaded, delivers digital transport timetables to mobile phones; with or without access to a phone signal or internet connection.

Timetable to Mobile is a simple, cost-effective way to add value for passengers and reduces the need for printed timetables.

In addition to mobile technology, Cityspace is proud to be showcasing its screens capabilities at the NEC this year.

Cityspace Vision, an integrated content management system will be demonstrated on the stand, showing the ease of management in changing and updating screen display content.

Cityspace Vision is already being deployed by a number of progressive local authorities. It's providing Essex County Council with the tools to broadcast travel, traffic and departure information services to its established network of Smart Columns at interchanges, bus stops and passenger hubs in the town centre.

Commenting on the system rolled out earlier this year, Tony Ciaburro, Director of Highways and Transportation, Essex County Council said: "Cityspace Vision 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 into public transport."

The Cityspace stand at Euro Bus Expo is truly alive with cutting edge technology to help operators simply, and cost effectively, add value to the passenger experience.

Cityspace is exhibiting in the Technology Zone at Euro Bus Expo on Stand No. 5/T148. For details about Cityspace, visit www.cityspace.com