

## Kizoom in the news

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## Centro maximises its real-time investment with Kizoom technology

Centro has officially launched Live Travel Map for Network West Midlands, an advanced mapping technology from Kizoom, which takes complex real-time data feeds and delivers easy-to-use public transport information via mobile phones and the internet.

Centro has also enhanced its existing .mobi mobile phone service from Kizoom ([www.netwm.mobi](http://www.netwm.mobi)) which provides live bus times, to now show bus stops on a simple map interface. This evolution of the service allows passengers to search for stops by either name, postcode or stop code and bookmark details for frequent, easy access.

Once Live Travel Maps has had time to settle in, Centro is considering further innovative enhancements such as messaging from bus stops, adding points of interest to maps and further developments of the data to keep the service compelling for passengers.