

## Kizoom in the news

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### Alerts system to tackle road congestion pilot

Kizoom, the new unified brand name for transport information providers Cityspace and Kizoom, has announced that Hampshire County Council in the UK is piloting Alerts, its latest travel information service for mobile phones and personal email, to help tackle road congestion on key routes.

Operating out of Hampshire's Traffic and Travel Information Centre under the mROMANSE banner, the Alerts service, being trialled among Council workers until the autumn, is delivering route specific information requested by subscribers to help drivers plan their fastest route and contribute to alleviating rush hour hot spots into and out of the bustling city of Winchester.

"Kizoom's Alerts service is an important pilot scheme as part of our wider initiative to manage incidents and road congestion and drive uptake of public transport," said Tony Brown, head of ITS. "We see the personalisation of travel information as key to having a real impact as it conveniently equips drivers to make route and journey time decisions. If you're alerted to the fact that the M3 is gridlocked into Winchester at 8.15am and the car park is full, you're more likely to leave later, change route or take the train!"

Harnessing Hampshire's ROMANSE road management system, UTMC feeds and other transport data, Kizoom's alerting engine constantly 'listens' to both event data received from feeds and subscription requests made by users, intelligently matches them and delivers a dependable travel 'intelligence' service which is simple to use and cost effective.

Within the pilot scheme, emails are sent free and texts are supplied at 10p per alert, picked up by the Council. Both public and privately funded models are being considered for the longer term as is the integration of comparable rail departures into the alert services.

