

## Kizoom in the news

---

**Publication:** Land Mobile

**Date:** 01 September 2009



### Real-time alerting for road users

ROAD users in Hampshire stand to benefit soon from an innovative travel information service for mobile phones and personal email, to help tackle road congestion on key routes.

Operating from Hampshire's Traffic and Travel Information Centre under the mROMANSE banner, the Alerts service, being trialled among council workers in Winchester until the autumn, delivers route-specific information requested by subscribers to enable drivers to plan their fastest route, while helping to alleviate rush hour hot-spots.

#### Travel engine

The advanced alerting engine used in the Hampshire trial has been developed and refined by Kizoom (the unified brand name now being used by the transport information specialists Cityspace and Kizoom) through years of experience in running the popular Tube alerts system for Transport for London.

"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, Hampshire's head of intelligent transport systems. "We see the personalization 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 event data received from feeds and subscription requests made by users, intelligently matches them and delivers a travel intelligence service which is simple to use and cost-effective.

In the pilot phase, emails are sent free and texts are paid for by the council. For the longer term, both public and privately funded models are being considered.