

Kizoom in the news

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Essex to roll out Kizoom Smart Point network



Essex County Council is rolling out a network of nine Kizoom Smart Points at major bus and rail interchanges to provide travel information and services for residents as part of a wider scheme to increase public transport uptake across the county.

Following the successful pilot of terminals in Chelmsford and Brentwood, the first two Smart Point deployments are

underway at the central bus stations in Basildon and Braintree. The units will feature broadcast screens for bus and rail departures – with RTI and disruption news to be introduced later in the year – and important public information announcements. Interactive touch screens will give people value added services such as journey planning, local maps, BBC News, weather and print

outs.

“Delivering useful travel information at the point of need is critical to helping residents to choose the public transport option over the car,” said Robbie Watson, Sustainable Travel Team Manager, Essex County Council.

“Kizoom’s Smart Points will deliver the level of service we’re aiming to provide – where it is most useful. Our pilot scheme showed that good transport information is most effective at the point where people need to make their travel decisions, so we’re locating the terminals in the main rail and bus hubs.

“This important network is part of the wider investment we’re making in delivering travel information to the public where it’s needed most.”

The Smart Points in Basildon Southern Hay Bus Station and Victoria Street Bus Station in Braintree are expected to go live by the end of September.