

# Kizoom in the news

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**Essex Deploys Kizoom Smart Point Digital Signage at Bus and Rail Interchanges**

Essex County Council is rolling out a **digital kiosk** network of nine [Kizoom Smart Points](#) at major bus and rail interchanges to provide useful travel information and services for residents as part of a wider scheme to increase public transport uptake across the county, according to the company.

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, said the company. 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 choose the public transport option over the car," said Robbie Watson, manager of the Sustainable Travel Team, 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."

Watson added, "The Smart Point network will be served by Kizoom Vision content management, authoring and delivery system, which will manage real-time and scheduled information and public service announcements — really setting the benchmark for passenger information services anywhere in the country!"

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 with a further seven at rail and bus hubs in Harlow, Benfleet and Colchester to be deployed by the end of the year.

Kizoom's Smart Points are modular by design, accommodating a combination of broadcast services for real-time departures, disruptions, news and other announcements; interactive services like online journey planning; help point for emergency or assistance calls and Permit to Travel ticketing, according to the company.



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