

## Kizoom in the news

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Kizoom, the new unified brand name for Cityspace and Kizoom, has announced that Hampshire County Council is piloting Alerts, its latest innovative 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 ROMANSE 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 Winchester.

Harnessing Hampshire's ROMANSE road management system, UTM feeds and other transport data, Kizoom's advanced 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.

[www.kizoom.com](http://www.kizoom.com)