

Kizoom in the news

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Local News

Smart Point boost for bus users in Middlesbrough

Oct 7 2009 by Sandy McKenzie, Evening Gazette [Add a comment](#) [Recommend \(1\)](#)

TRAVELLERS using Middlesbrough bus station now have all the latest information at their fingertips.

A new Smart Point terminal providing up-to-the-minute journey details – and a host of other handy information has been installed.



Middlesbrough Council teamed up with touch screen terminal provider Kizoom (formerly Cityspace) to bring the state-of-the-art technology to the town's main transport hub.

Information available at the touch of a screen includes timetables, travel news, journey planning and travel maps. Other services include local maps and BBC news and weather.

The terminal also provides real time rail departures from Middlesbrough railway station, the Connect Tees Valley journey planner and Shopmobility, tourist and taxi information.

The screen in Middlesbrough Bus Station recently went live and is already proving a hit with the thousands of passengers who pass through there every day.

Kizoom business development manager Simon Fairbank said: "Middlesbrough has been quick to recognise the value of Smart Point services, particularly in having it strategically located inside the busy bus station.

"We've worked closely with the team at Middlesbrough to develop the most compelling content for passengers and are confident the Smart Point will significantly help to improve people's travelling experience."

Charlie Rooney, Middlesbrough Council's Executive councillor for transport, said: "Middlesbrough bus station is the focal point for people coming into and leaving the town, and they need accurate up-to-date information.

"The Smart Point system gives instant access to timetables and tickets, and a whole lot more besides.

"Middlesbrough is committed to a fully developed public transport system that meets the needs of 21st Century commuters and travellers, so it's only right we have the very latest cutting edge technology to ensure our networks are as easy to use as possible."

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