

Kizoom in the news

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Rail travel info at click of a button

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TRAIN passengers can get all the information they need on West Midlands rail services at the click of a mouse thanks to the launch of Centro's new interactive rail map.

The transport authority has turned the region's recognised map of train lines into an online feature which allows passengers to zoom in and click on any station for up-to-date information.

The map is available at <http://www.networkwestmidlands.com/railmap> and links in to the rail network's multi million pound Real Time Information system, which uses signalling technology to work out exactly how many minutes until trains will arrive.

It means passengers can the latest accurate information on train arrivals and departures at any station in the region by simply logging on to the website and clicking their mouse.

As well as timetable information, each station also displays details of any incidents or delays which could affect passengers using the line.

Also available is information on park and ride availability, sample fares and ticket prices, staff hours, station facilities and services, accessibility and contact details.

To link in to Centro's work to encourage green and healthy travel, the interactive map also provides links to walkit.com so people can plan the best walking route to their station and established website liftshare.com so passengers can car share with others using the train.

There are also direct links to Centro's interactive Google maps facility which gives up to date times for bus, rail and Metro and creates up to date journey plans allowing people to easily find out the quickest way to their station by all transport modes.

The interactive rail map has been designed for needs of West Midland's passengers by Centro's new media designer Debra Ashington and created by leading digital transport information provider Kizoom.

Debra said: "Thanks to Network West Midlands it has never been easier for passengers to get up-to-date public transport information, with timetables at every stop and Real Time Information available for more and more bus, rail and Metro services.

“Having taken advantage of the latest technology to provide people with the best passenger information available on the public transport network, the next logical step was to give people the chance to access it from the comfort of their home or office on their computer.

“Like the Network West Midlands Google maps, the rail map has been developed to be simple to use and provide passengers with all the details they need to make a fully informed choice on the best way to make their journey quickly and easily.”