

REAL-TIME INFO ON THE MOVE

 PASSENGER INFO APPS

For many local authorities, delivery of real-time information is a difficult conundrum: it is well understood that RTPI increases ridership and improves passenger experience - but with budgets continuing to tighten, at-stop signs are often too expensive to implement as widely as required.

For this reason it is increasingly important to consider complementary ways to distribute information.

By investing in a Smartphone app, authorities can retain control over information, ensuring it is available to support passengers throughout the area. And because this is an affordable solution, precious budget can be preserved for at-stop signs in locations where they will be most effective.

Key Benefits

- Reduce reliance on expensive at-stop signs
- One solution to deliver bus information to all stops
- Increase ridership by making travel simple & convenient
- Simple expansion to incorporate journey planning & incident alerts

“We needed a solution for all 6,500 stops; not just those where we could afford it.”

Nick Bauer, Gloucestershire County Council

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Smartphone Apps v2.0

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MOBILE PASSENGER INFORMATION: RTPi WHEREVER, WHENEVER

More than just Real-Time in Your Pocket!

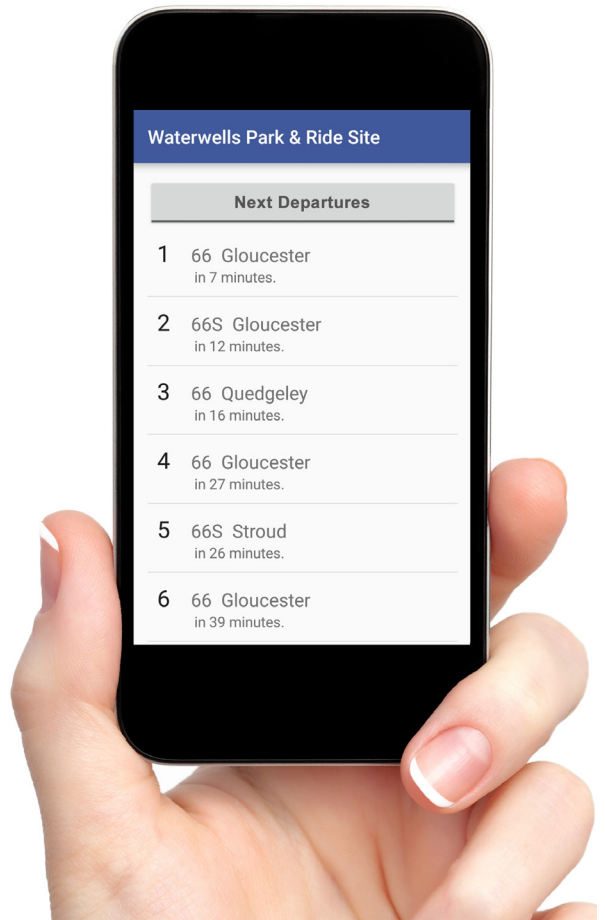
A Mobile Passenger App doesn't just replicate real-time signs on passengers' Smartphones; it actually improves the overall experience by making bus travel more convenient, reassuring and relaxing:

- Locates nearby stops and offers location-specific directions
- Information regarding upcoming departures
- Destination countdown advises when to alight the bus

Maximising Coverage

- Over 80% of UK adults now own Smartphones
- Android & iPhone accounts for around 99% of all users

Investing in iPhone & Android apps should cover around 80% of the adult population (regional variances aside).



TRAPEZE GROUP: Here for the Journey

Trapeze Group supplies reliable, scalable and innovative solutions for the rail and road transport sector. Hundreds of private and public organisations in Europe, North America and Asia-Pacific have selected software solutions from the Trapeze Group in order to improve and broaden the efficiency, quality and scope of their transport solutions, thus enabling them to provide their customers with even more services in a more reliable and cost-effective manner.

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