

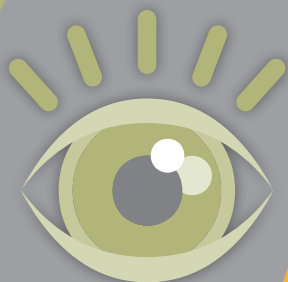
MOBILE SERVICES FOR TRANSIT

A closer look at the trends and how your agency and your riders would benefit from Trapeze's plug-and-play approach to mobile traveler information systems.

THE BENEFITS

TRAPEZE SOLUTIONS

THE MARKET



MINDSHARE

WITH COMMUTERS ALL THE TIME
Agency Branding with Clients 24/7



Riders are in control of their experience & have greater choice in when and where to ride... not at the mercy of paper schedules and always know exactly where their bus is! (2)

TRAPEZE SUPPORTS:
All Devices
QR Codes
Mobile Ticketing
Handheld
Web
IVR Apps



ANYWHERE ANYTIME
Real Time / Access to Info

51% of people use their smartphones when commuting. (3)



NEW TECHNOLOGY RELEASED CONSTANTLY
Devices
Scanning/Codes
SMS/Email
InfoWeb

Morgan Stanley Research estimates sales of smartphones will exceed those of PCs in 2012. (1)

REAL TIME & SCHEDULED DATA
Trapeze Mobile Solutions combine the key elements of your traveler information: schedules, GPS/AVL and service disruption/remarks and distribute this information in real-time through a variety of software applications, mobile products and integration services.

TRIP PLANNING / TRAVELER INFO
Forms part of an enterprise transit IT system that seamlessly integrates with intelligent transportation systems (ITS), including real-time vehicle location systems, wayside kiosks, on-board display systems, and 'smart' bus stops.



IMPROVED SCHEDULE & PLANNING EFFICIENCY
Reduced Fleet Size
Less Equipment Required

REDUCED COSTS



IMPROVED OPERATING PERFORMANCE
Increased Productivity
Fewer Labour Requirements
Reduced Fuel & Material Consumption



MORE EFFICIENT TRAVEL
Reduced Congestion
Reduced Emissions

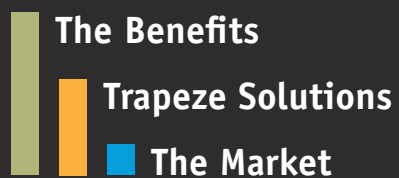


MORE ACCURATE ROUTE INFORMATION
Time Saved



STREAMLINED CUSTOMER SERVICE

INCREASE IN RIDERSHIP



REFERENCES:
(1) <http://www.email-marketing-reports.com/wireless-mobile/smartphone-statistics.htm>
(2) <http://www.wired.com/wired/2011/04/how-smartphones-can-improve-public-transit/>
(3) <http://mashable.com/2011/05/12/smartphone-apps-bed/>

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