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

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)

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

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

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

REDUCED COSTS

MORE EFFICIENT TRAVEL
Reduced Congestion
Reduced Emissions

MORE ACCURATE ROUTE INFORMATION
Time Saved

STREAMLINED CUSTOMER SERVICE

INCREASE IN RIDERSHIP

IMPROVED CUSTOMER SATISFACTION
Increased Sense of Security
Reduced Wait / Transfer Times
Greater Trust on Agency

The Benefits
Trapeze Solutions
The Market

Trapeze™

www.trapezegroup.com

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

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