

## Personalised RTPI systems signal the death of the timetable

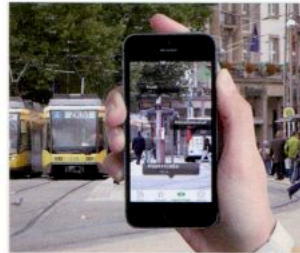
If transport continues to mimic trends seen across many other service industries, passengers will expect ever more individualised information.

Customers want to be able to shape their own experience. Mobile devices and applications drive much of this notion of personal filtering, and the mobile web is having profound effects on public transport brands and services.

Passengers are already able to receive alerts to their phone if their train is delayed. This information is being displayed in increasingly immersive ways in real time and with high levels of interactivity. While passengers are using transport, mobile devices keep an eye on next steps. If connecting to another train, underground line or bus, any problems on these routes will be immediately reported, and alternatives proposed.

INIT has developed a real-time application for the iPhone called DEPARTURESlive which displays the nearest stops and departure times. It also offers an Augmented Reality feature through the phone's camera that allows passengers to see which stops are closest, as well as the distance to each. Also included is a pedestrian navigation feature that takes them directly to the stop with just one additional touch.

Integration with other mobility services is key: Fluidtime was responsible for the design and the programming of the mobile app qando for Wiener Linien, whose website is one of the most frequented sites in Vienna. The



company developed the core of the website, the journey planner and the route search. To get a better orientation of the chosen route, users can display different 'Points of Interests' on the map, from alternative mobility services like Car2Go, Carsharing, Citybike or Park&Ride with additional information (tank level, bikes available, etc.) to general city information (like hospitals, museums or parks). Each Point of Interest can be set as starting or destination point.

Mobile app developments mean that public transport companies also have a new outlet to reach out to passengers with their overall strategy. Strong application design can help enhance passengers' relationship with the brand. Attoma's PIS for the city of Lyon includes a network specific typeface, all symbols of the charter of signage, cartographic elements, as well as timetables and maps of Lyon's public transportation. The system provides passengers with information ranging from the duration of trips to a global image of the network.

Strong identity development, just like in any other service industry, is increasingly essential to promoting public transport companies' brand recognition and loyalty. ■