

Emerging Technologies: Combine schedule and real-time information with passenger preferences to customize information services offered to passengers.

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Road closure? Schedule Change? Accident?

How do you, as a transit organization, get this information out to riders as soon as possible? Mobile Device Communication- that's how!

Transit organizations need to communicate more effectively with their customers in order to strengthen relationships and encourage use of public transit. 20 million smart phones were sold in the US in 2008 alone, while the price of an average smartphone decreased by 20% in 2009. Smartphones have become the single most important medium that a transit agency can use to communicate with its riders.

This presentation will explore practical examples of solutions transit agencies can and have deployed to better communicate with its existing riders and to help attract new riders. Examples will include transit solutions for a variety of Smartphones including Blackberry and iPhone.