

## Seamless Travel across the Atlantic area Regions using sustainable Transport



# Real-Time Information : START achievements

Start Transnational Forum

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**La Rochelle Urban Community**

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# Advanced Traveller Information Systems



## Common objectives :

- Improve the quality of information : accompany the traveller during his/her trip by providing reliable and constantly updated information
- A comprehensive approach : provide information services through different devices in a coherent way
- Provide when possible multilingual information



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# Informed when arriving at the gate of a city/region

Provide users with Real-Time information at transport interchanges



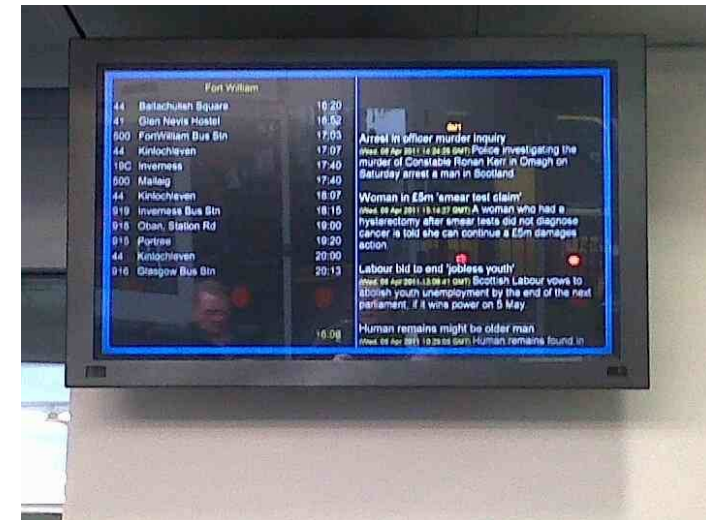
Bus Departures				
Destination	Stance	Time Due	Service	Operator
Drumchapel	2		9	First
Drumchapel	3	14:20	400	Avondale
Faifley	2	5 Min	62	First
Drumchapel	2	6 Min	9	First
Blairdardie	3	9 Min	16	First
Linwood	4	14:26	7	Arriva
Faifley	2	11 Min	62	First
Drumchapel	3	14:30	400	Avondale
Glasgow Airt	4	15 Min	747	First
Carmyle	4	14:33	8	First

Time Now: 14:17

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Real time bus departure information displayed on TFT screens in **Glasgow** at Partick interchange (SPT)

New TFT display installed at the Baggage Reclaim area in **Inverness** Airport to provide information on buses departing from the terminal building (HITRANS)



Port William	
44 Balaichilleh Square	18:20
41 Glen Nevis Hostel	18:50
600 Fortrose Bus Stn	17:03
44 Kinlochleven	17:07
100 Inverness	17:40
600 Mallaig	17:40
44 Kinlochleven	18:07
919 Inverness Bus Stn	18:16
918 Oban, Station Rd	19:00
919 Portree	19:20
44 Kinlochleven	20:00
918 Glasgow Bus Stn	20:13
	19:08

**Arrest in officer murder inquiry**  
News of Apr 2011 16:43:29 GMT Police investigating the murder of Constable Ronan Kerr in Craigh on Saturday arrest a man in Scotland.

**Woman in ESM 'smear test claim'**  
News of Apr 2011 15:43:57 GMT A woman who had a hysterectomy after smear tests did not diagnose cancer is told she can continue a ESM damages action.

**Labour bid to end 'jobless youth'**  
News of Apr 2011 13:08:41 GMT Scottish Labour vows to slash youth unemployment by the end of the next parliament, if it wins power on 5 May.

**Human remains might be older man**  
News of Apr 2011 10:23:43 GMT Human remains found in

## Provide users with Real-Time information at bus stops

Real-time information displayed at bus stop  
**in Cantabria**

Energy provided by solar panels



## Provide users with Real-Time information on board-buses stops (visual and audio)

### TFT screens on-board buses in La Rochelle

- o time of arrival at the next bus stops
- o connections with other modes of transport available at the next bus stop or around
- o level accessibility of the bus stop



- o information on the possible delays / works on the bus line ...
- o multilingual visual information for the main bus stops
- o audio announcement (multilingual for the main bus stops) - notably for visually impaired



# Next steps : application for Smartphones

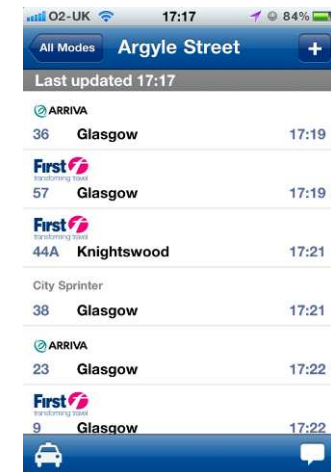
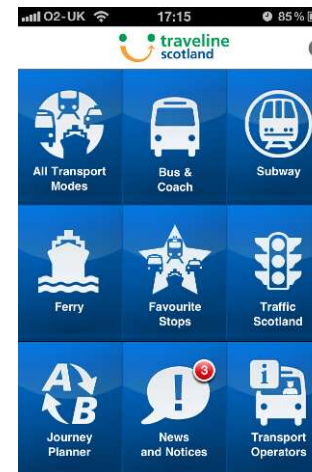


Provide users with Real-Time Information all along his/her trip

Smartphone application developed in Cantabria (iphone, android)



Smartphone application developed by START scottish partners (iphone, android and soon blackberry)



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- Technical aspects are not the only ones to focus on : an efficient governance (efficient coordination of the involvement of stakeholders) from the beginning of the project is crucial.
- The question of the information to be displayed should be carefully chosen: provide clear selected information is often more efficient than providing comprehensive information
- Smartphone applications are the future for real-time information. But other devices should not be forgotten as they are accessible to all.
- Difficult to assess the concrete impact of the implementation on patronage





**Obrigado pela sua atenção**

**Gracias por su atención**

**Thanks for your attention**

**Merci beaucoup pour votre attention**

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