

BUS ARRIVALS

LOCATION	DUE	BUS ARRIVING	SERV
MARBLE ARCH	5 MIN	ON TIME	CONNEXIONZ
CLAPHAM	10 MIN	ON TIME	CONNEXIONZ
PADDINGTON	15 MIN	ON TIME	CONNEXIONZ
TOOTING	20 MIN	ON TIME	CONNEXIONZ
WANDSWORTH	25 MIN	ON TIME	CONNEXIONZ
BRIXTON	30 MIN	ON TIME	CONNEXIONZ
CAMBERWELL	35 MIN	ON TIME	CONNEXIONZ

CONNEXIONZ

The BusFinder™ Passenger Information Signs

Passenger information signs

Connexionz offer a range of sign types, these make it possible to install a sign at every bus stop. These signs address different issues posed by the different requirement of bus stops.



“Providing information at a small number of stops will only benefit a sub set of riders. RTPi information is about getting information to the passengers and need to be available everywhere.”



It has been estimated that to reach 80% of passengers boarding, information must be available on at least 30% of bus stops.

Apart from bus stop signs, other distribution methods being proposed include the internet and cellular phones, both of which offer a lower cost of distribution as the use pick up the cost. In order for these to work properly however, there has to be an element of trust in the RTPi system. This trust is built at the bus stop. Internet and cellular are good distribution models, but only when passengers have trust in the information.

Connexionz has been involved in at-stop and remote-from-stop passenger information since 1995 and currently is responsible for providing passenger information at over 2,500 bus stops. To achieve this, a number of innovative approaches have been used. Below is Connexionz current deployed technologies, their benefits and advantages.

Busfinder™

BusFinder™ was designed specifically to address the issues of installing signs at rural and residential stops, while meeting a price point that allows mass deployment. Installation issues of installing signs like the cost of getting power to the stop, the sign size so it is not considered intrusive in a residential environment and size and complexity of footing are all issues which the BusFinder™ address. BusFinder™ can show next bus arrival for up to 12 routes and thereby allows passengers to quickly identify suitable services for their trip.

BusFinder™ suits stops with less than ten services per hour and where the total number of passengers using the stop per service would not regularly exceed five.

LED Variable message signs

LED Signs are the most common sign type employed and best suited to busy commercial areas where there is a high frequency of services and potentially more than 10 people waiting for multiple services at busy times. The signs are also a good source of advertising for the bus system as they are very visible to none bus users.

The issues with these signs are the site and structural works, which can make installation expensive and time consuming because of access and traffic issues. These are also large and intrusive, a compromise is to install signs in bus shelter but this restricts sign size and view ability. A four-line sign is capable of displaying the next eight services in an easy to read and understand format. Beyond this passengers struggle with “paging” of information, and if route variations are included there can be many pages of information to display.



BusTV

These offer a cost effective solution in areas where some degree of weather protection is available. They are also a space-efficient solution for busy bus stops when there is a need to display more than the next eight services, or when other information is to be mixed with the RTT display.

Displays range in size from 17" LCD to 42" Plasma displays. BusTV allow other content to be displayed alone with the bus arrival information. This content has the potential to generate income to off set the cost of deploying the signs.

Audio station

These compliment the visual signs and address the issues of Access and Disability Act and provide similar information to the visually impaired.

Web site RTPI

The internet offers a low cost, wide access method of providing remote-from-stop RTPI. Office workers can reduce the time spent waiting at the roadside by monitoring the progress of their bus from their desk. When used in conjunction with BusTV, RTPI information can be displayed in public areas.

The main issue with the internet is accessibility, as more than 50% of bus users are not in paid employment and the internet is not readily available in every home. Also passengers must have confidence in the information before they will use the internet, so the internet is secondary to a reliable at-stop solution.

WAP and SMS

This is an extension of the internet and potentially the more wide access medium for RTPI information. WAP provides a superior interface and user experience to SMS, and as such allows book marking of stops and delivery of timetable information in addition to RTPI. However, on many phones/networks the WAP user experience is stymied by clumsy interface design for entering a URL. If this interface is provided by the network gateway, it may be possible to negotiate better alternatives with the network operator.

SMS will work on almost every phone and is by far the simplest to operate. However cost is an issue as SMS requires two messages and therefore incurs two charges; this would set the cost of the information at around 40 cents. Moreover an SMS message has a character limited of 130 characters, and contains no formatting information, which means that users of multi-service stops could program their phone to receive all information at once.

Contact Connexionz to find out how the BusFinder™ can work for you.

***Some features are not available on standard BusFinder™ units.**

