

MOBILE Media



Which bus
do you
want to be
on?



AppLocation's MOBILEFusion™ platform enables delivery of MOBILEMedia™—alternative revenue streams to transit operators. Advise transit clients when their bus will arrive at their stop, in the bus or via their A-GPS enabled cell phone wherever they are by linking bus location to cell phone location. Content providers can add time

sensitive entertainment or event information by station, add a map or promotional code, how to find a social network friend, images, video or music. Users pay for the service or opt-in for digital media.

Either way, increase revenue from capital projects you need or that may already exist for

yard management or operational purposes. AppLocation provides the link to bring it all together and get the communication going.

Seamlessly. Which bus do you want to be on?

MOBILEFusion™ interfaces with mapping tools and databases for end to end operational efficiency. Need to find your buses in the maintenance yard? MOBILEYard™ delivers 1 meter accuracy plus tracking & vehicle sensing systems. Affordable tag to tag RTLS for covered lots where GPS won't work.

MOBILEFUSION WIRELESS PLATFORM

- Value added services for GPS & WiFi enabled transit vehicles drive ridership & revenue
- Public service announcements, out-of-home advertising, time sensitive messaging, location based messaging.
- Business partnerships with carriers, content and mobile payment firms

"... (the) AppLocation system does the job at a lower cost and was designed to be integrated with Transit's existing technology'.

Ron Drolet, Sr. VP President BC Transit



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For more information

