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**Shuttle Smart Uses Omnivex Moxie Software to Deliver Location Based Content to Passengers**

*Airport shuttle service makes content on buses and in hotels useful for customers*

Concord, ON – September 8, 2010 – [Omnivex Corporation](http://www.omnivex.com/press/signmediaaward2009.asp), Microsoft Gold Certified Partner and provider of enterprise software for [digital signage](http://www.omnivex.com/products/digital.asp) networks, has deployed their Moxie software on Destination Shuttle Service’s airport shuttle buses at LAX, called Shuttle Smart. The deployment also includes interactive kiosks placed in the lobbies of Destination Shuttle Service’s partner hotels. The system aims to enhance the hospitality experience by providing passengers with relevant travel, hotel and city information while on the buses and within the hotels.

DSS provides hotel shuttle services for over 2.5 million people annually both to and from LAX and the surrounding hotels. The company wanted a way to effectively communicate with their passengers, welcoming them to town when they arrived and thanking them for their visit when they departed. Using [Omnivex Moxie software](http://www.omnivex.com/moxie) and Microsoft Windows 7 location based services, GPS coordinates are sent via cellular network to the Omnivex server in real time indicating the current location of the bus. Omnivex GPSLink is used to combine this information with intelligent rules to determine the most appropriate content to display based on the current location. The screens inside the shuttles show information appropriate to travelers; information changes based on whether the shuttle is carrying arriving or departing passengers.

Inside the hotels, a large touch screen running Omnivex software delivers interactive content and information for hotel guests. [Omnivex GPSLink](http://www.omnivex.com/products/data_applications.asp) delivers the information to Omnivex Moxie to display the locations of the shuttles in the area on a map, along with the estimated wait times before the next shuttle arrives at the hotel. The content also includes information such as flight departure status and advertising about local sites and attractions. Back at Destination Shuttle Service’s operations center, Omnivex software displays the position and status of all Shuttle Smart buses for the network operator.

“The hotel industry as a whole is known for its hospitality. Our goal is to extend that hospitality to the curb at the airport. Omnivex allows us to know exactly where each bus is in real time, so our dispatchers know where each bus is and our clients know when the next bus will arrive,” said Brian Clark, Managing Partner at Shuttle Smart. “We wanted to give our customers an effective tool to set up routes, identify points of interest and manage their fleet with ease. Leveraging the power of Windows 7, Bing Maps and Omnivex Moxie, we are able to extend digital signage to new markets and improve customer experiences,” said Jeff Collard, President of Omnivex.

The deployment was included in Tami Reller’s keynote address at the Microsoft Worldwide Partner Conference. To learn more about how Destination Shuttle Services is using Omnivex Moxie software and Microsoft Windows 7, watch a video tour of the system: [http://www.omnivex.com/press/videos.asp?Title=Omnivex Moxie and Windows 7](http://www.omnivex.com/press/videos.asp?Title=Omnivex%20Moxie%20and%20Windows%207).

**About Omnivex**Founded in 1991, Omnivex Corporation is a leader in software development for digital signage networks and electronic displays. Omnivex software is used by over 2,000 customers, including many Fortune 500 companies, to manage all aspects of digital signage networks, including content management, real-time data acquisition and distribution, and remote device monitoring and management. Omnivex and our customers have been recognized with numerous awards for excellence in digital signage. For more information, visit [www.omnivex.com](http://www.omnivex.com).

**About Destination Shuttle Services**

In the year 2000, the City of LA was looking for a trip reduction solution to and from LAX that would not only reduce congestion and emissions but be efficient and convenient for passengers while assuring a quality experience. Destination Shuttle Services responded by creating the first of its kind private “green” transit system in Los Angeles, Shuttle Smart. This system consolidates the airport shuttle services of thirteen individual hotel properties in the LAX area. The consolidated services have reduced 55% of hotel shuttle trips through LAX, eliminating over 100,000 hours of idling buses each year and over 6.6 million pounds of carbon dioxide each year, thus reducing pollution and supporting a healthier environment. For more information, visit [www.dss-lax.com](http://www.dss-lax.com).