



PRESS RELEASE

ETA Transit Systems to supply automatic passenger counters (APC), On-Board Annunciators, and Bus Shelter Signs to University of Memphis

For Immediate Release

Boynton Beach, Florida, December 10, 2014 – ETA Transit Systems (ETA) has been awarded a contract with the University of Memphis - Memphis, Tennessee to furnish an Intelligent Transit System (ITS) for the University's "Blue Line" shuttle system.

Driven by ETA's SPOT® platform, the ITS provides GPS-triggered on-board announcements that automatically broadcast upcoming bus stops over the public address (PA) system. The system also allows bus operators and dispatchers to make real-time, ad-hoc announcements. In addition, the on-board announcements have an ADA component which aid sight impaired riders with approaching stop and actual stop announcement.

In addition, the system provides an integrated automatic passenger counting (APC) system that tracks boarding and alightings by route and bus stop, and a web-based Console that provides real-time dispatch capabilities and reporting that helps The Blue Line dispatchers and administrators better manage the shuttle operations.

The University's Transportation Manager, Tommy Miller, remarked that "ETA provides a suite of technology that comes at a critical time in the The Blue Line's existence" and "ETA is providing a set of features that we once thought was only available to large transit agencies with significantly higher budgets. It's been exciting to realize that the University can deploy the same smart technology that is prevalent in some of the most technologically advanced transit systems. We have been impressed with ETA's ability to provide reliable solutions that move beyond basic GPS tracking."

In early 2015, ETA will equip four bus shelters with 4-line digital signs. This Passenger Information Display System (PIDS) will allow the riding public to view arrival predictions for each of the 3 bus routes. Additionally, the University's administrators will be able to disseminate ad-hoc and public service announcements to the bus shelter signage in real-time.

ETA Transit Systems is an ITS solutions firm specializing in CAD/AVL, Passenger Information and Communications Systems throughout North America.

ETA President John Maglio said about the expansion at University of Memphis, "We are always impressed when smaller agencies and Universities adopt the advanced technology used by some of our largest customers. It's amazing to see the increase in brand value and customer satisfaction that comes with the installation of our robust and integrated solution."

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