

São Paulo Subway Information Kiosks

Location-aware information for subway passengers

Customer: São Paulo Subway
Industry: Transportation

Customer Profile

The Metrô de São Paulo serves over two million passengers each and every day.

Business Situation

Metrô needed to provide subway users with kiosks featuring rich media content highlighting public services, facilities, landmarks and cultural events close to each subway station.

Solution

LabOne used Google Maps APIs to create a system that would ensure accurate information, the latest graphical representation and inexpensive continuity and expansion for the Subway system.

São Paulo is one of the largest and most frenzied cities in the world, with more than 20 million inhabitants. Its subway system, the Metrô de São Paulo, serves over two million passengers each and every day.

BUSINESS SITUATION

Metrô needed to provide subway users with kiosks featuring rich media content highlighting public services, facilities, landmarks and cultural events close to each subway station.



Google-based maps and routing information for nearby points of interest

SOLUTION

In contrast to traditional information counters, the kiosks built with LabOne Systems' technology feature large 42-inch touch-screen displays where people can quickly get relevant information about landmarks, services and events nearby or about any other subway location in the system. Users are presented with categories of interest and immediately see their own location on a digital map in comparison to relevant locations, with total distance, easy to follow directions and estimated time to get there.

LabOne used Google Maps APIs to create the system, ensuring accurate information, the latest graphical representation and inexpensive continuity and expansion for the project. Subway users are also able to access a comprehensive City Calendar of Cultural events, all with relevant location and routing information. Users are able to quickly link to LabOne's digital media network to have information sent to their mobile phones via SMS or Bluetooth.



Content delivery to mobile phones through Bluetooth and SMS

FOR FURTHER INFORMATION:

<http://www.labone.net/success/spmetro>

