REVOLUTIONIZING PUBLIC TRANSIT

DEMAND RESPONSIVE SOLUTION ALTERNATIVES

ZED DIGITAL

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Demand Responsive Transit

- Personalized
- Flexible Route, Schedule
- Right Sized Vehicles
- First/Last Mile Problem

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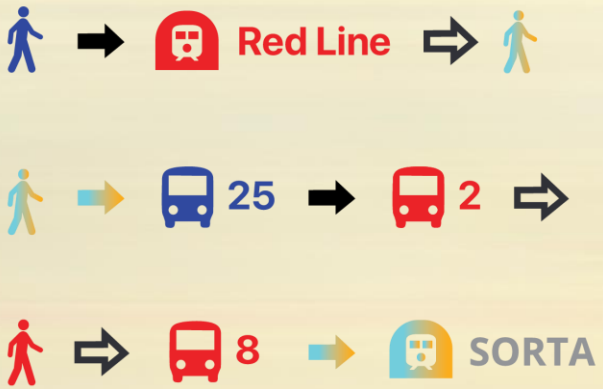
Culture Shift

Transit Agencies shift to being **Mobility Managers**. Enables the transition from mass transportation to **MaaS Transportation** "Mobility as a Service."

Multi Modal Apps

Ride the bus, walk, bike or Uber - it's your choice! Compare and plan for all your transportation options in one unified interface. Train, taxi, bus, car share, bike share, rideshare, public and private parking and more.



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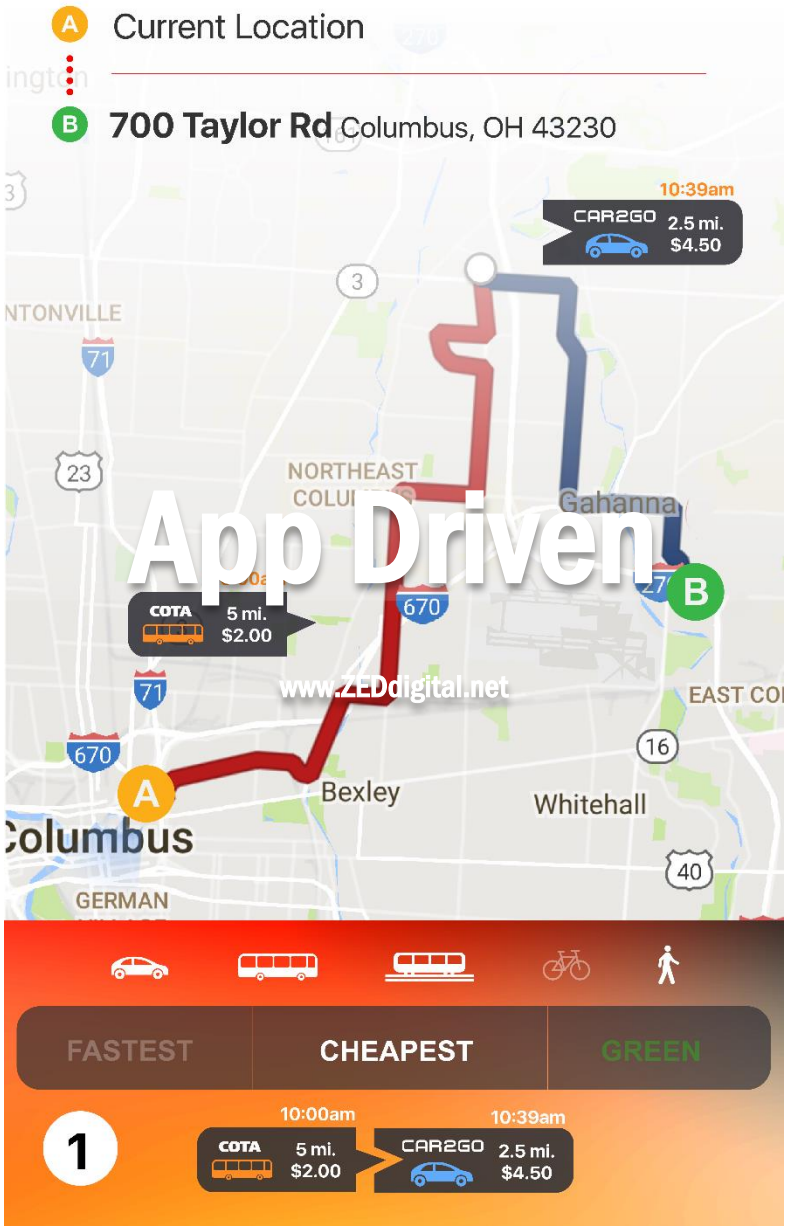
Current Location
700 Taylor Rd Columbus, OH 43230
10:39am
CAR2GO 2.5 mi. $4.50
COTA 5 mi. $2.00
App Driven
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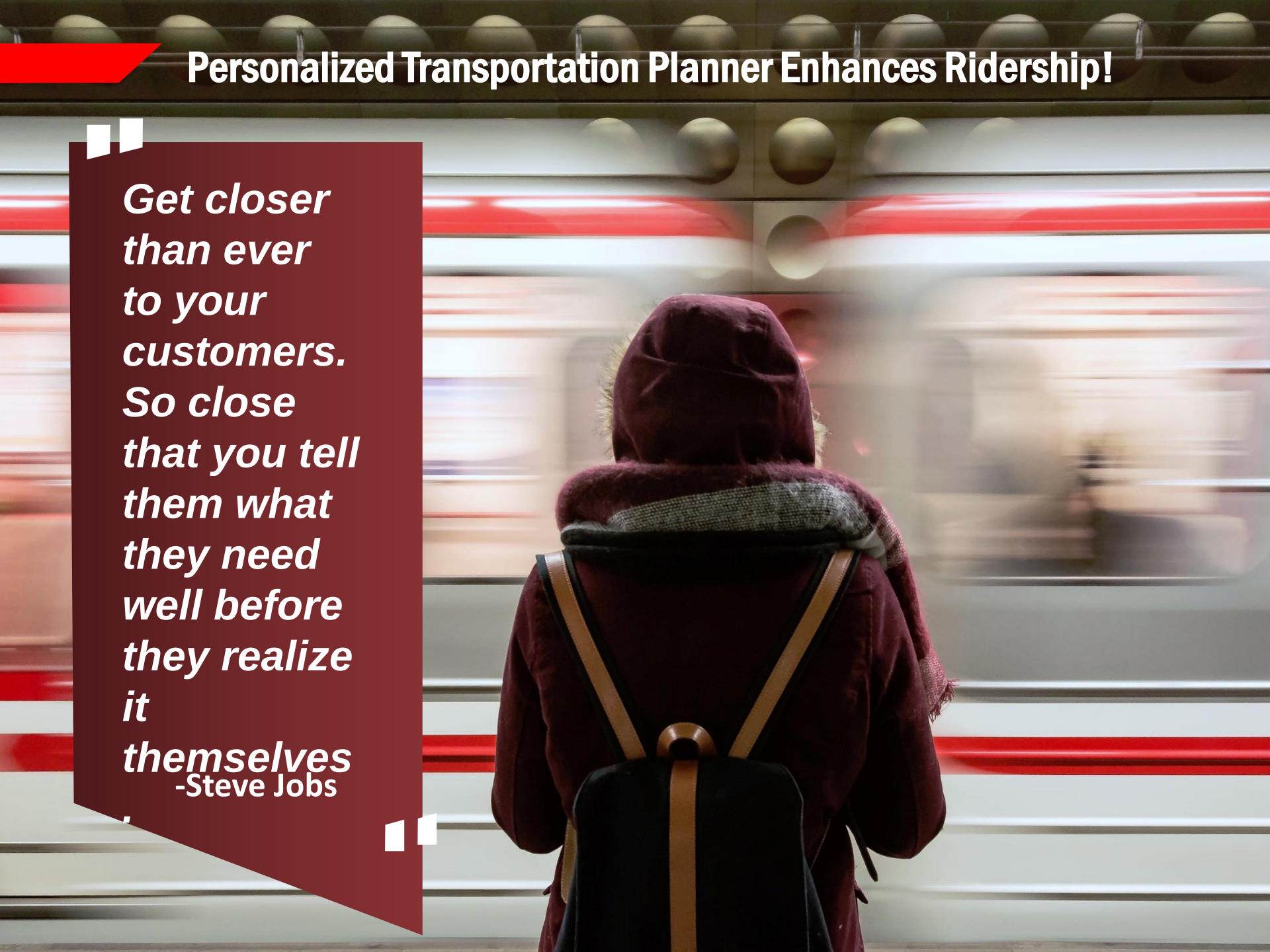
NORTHEAST
Gahanna
EAST CO
Bexley
Whitehall
Columbus
GERMAN
FASTEST
CHEAPEST
GREEN
1
10:00am
10:39am
COTA 5 mi. $2.00
CAR2GO 2.5 mi. $4.50

Personalized Transportation Planner Enhances Ridership!



Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves

-Steve Jobs

From Trip Planner to Personalized Travel Planner
Your personalized travel assistant plans your transportation based on where you go, when you go, how you go. Sync it with your calendar and Fitbit. Call on it day or night and have it find you the right way!

Multi Modal Ticketing
Pay for public/private modes of transportation in one single interface.

Data Aggregation
Streams Real-Time Content
Aggregate and stream real-time third party data to enrich user experiences, improve information quality, and accessibility to commute to work, the airport, activities, events, sports, parking, food, lodging and more.

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PERSONAL TRANSPORTATION PLANNER

FREEDOM OF MOBILITY

BE IN BE OUT

ADVANCEMENTS IN MOBILE TICKETING

ZIG Beacon Technology

The beacon has a range up to **50m.** We need at least 14m (with a beacon in the middle of the bus). When a user is in the range of the bluethoot he can validate their ticket.

When the user passes by the driver with a ticket, the sensor detects it and makes a buzz. The driver hears it because they will be familiar with the sound. If the driver isn't sure he can ask to see the ticket. When a user has more than one ticket to validate, he must validate it manually and show it to the driver.

When the signal become out of the range, we know that the user has exited the bus.

About ZED Digital

www.ZEDdigital.net

ZED DIGITAL

20 years in Data Aggregation

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Any Questions?
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