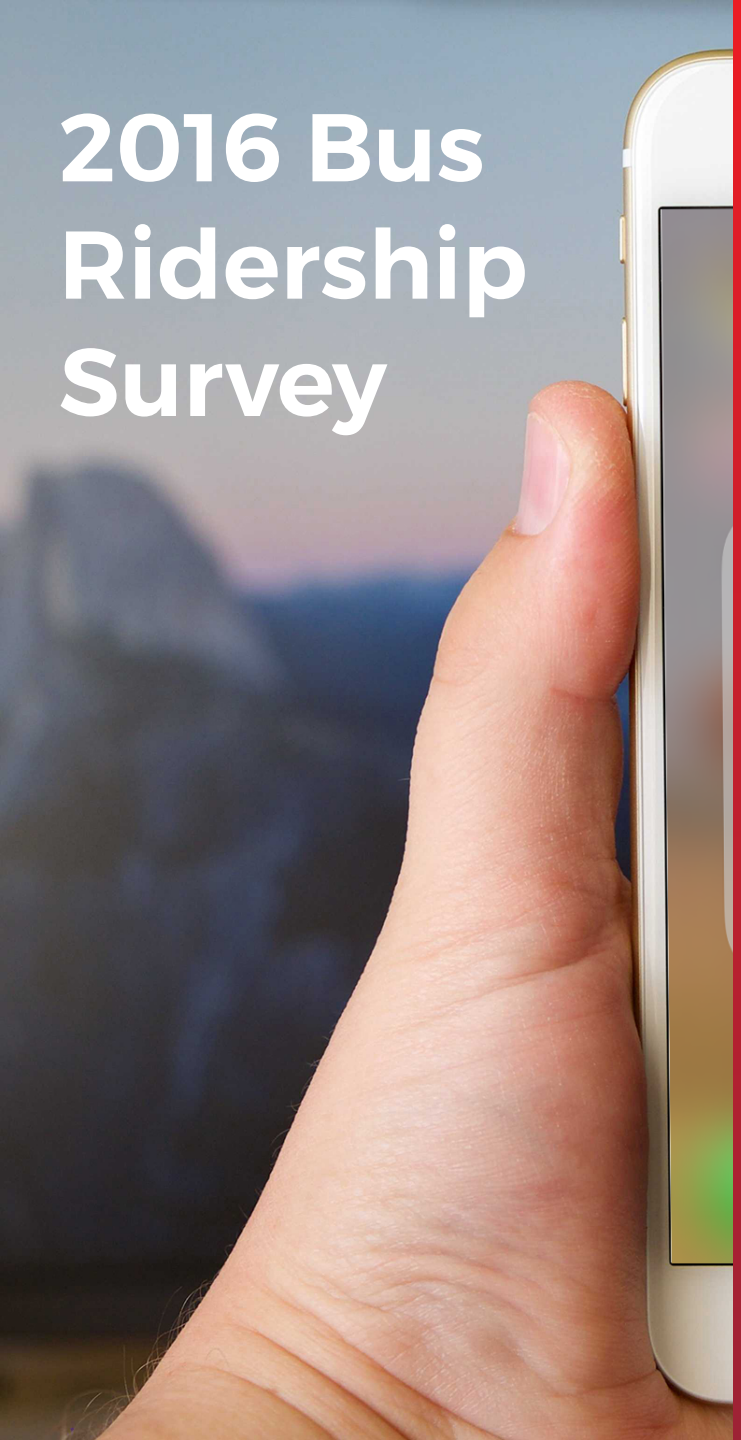
SYNCROMATICS
A GMV COMPANY

Innovative Communication in the Physical World

Steve White
Director of Marketing
& Product Design

Transit
Go Metro
TransitWat...
LA Mobile
Citymapper
Google Maps
Maps
Lyft
Go LA
Metro Bike



2016 Bus Ridership Survey

62%

of Metro Bus riders do not have access to a smartphone.

Providing valuable information within physical space will not only **improve the user experience** of our cities, but make them more **accessible for all.**

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"When the ridership experience falls apart, it's because of an experience at a bus stop or on a sidewalk"

Councilmember Mike Bonin
City of Los Angeles

#justgrowth
INVESTING *in* PLACE

A Bus Stop is a Touchpoint with the World

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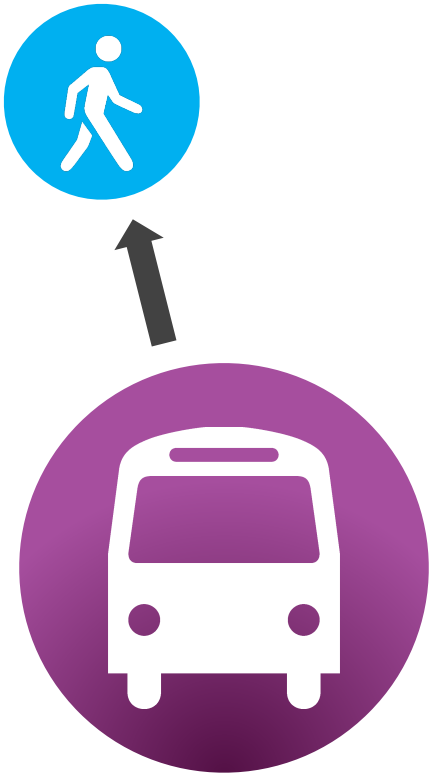
A Bus Stop is a Touchpoint with the World



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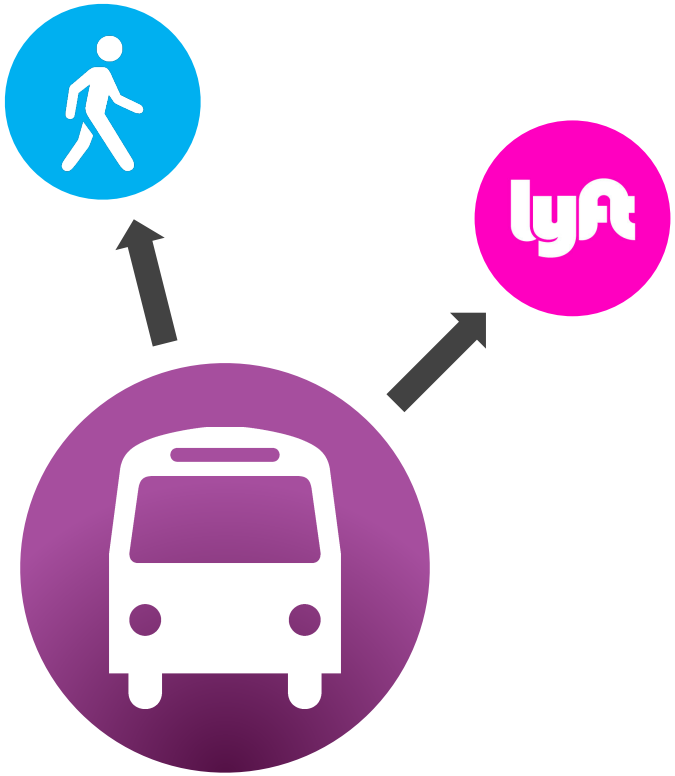
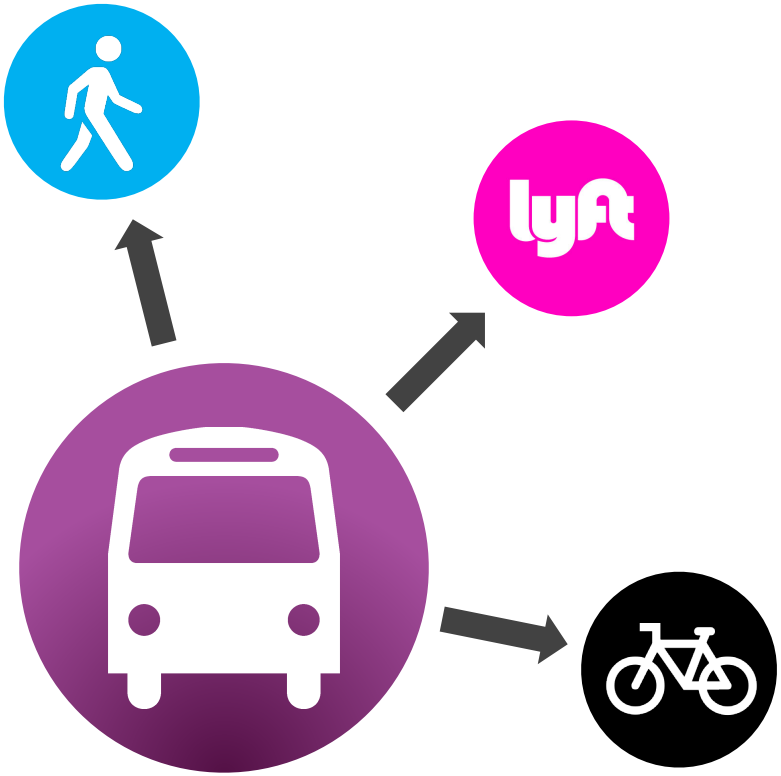


A Bus Stop is a Touchpoint with the World



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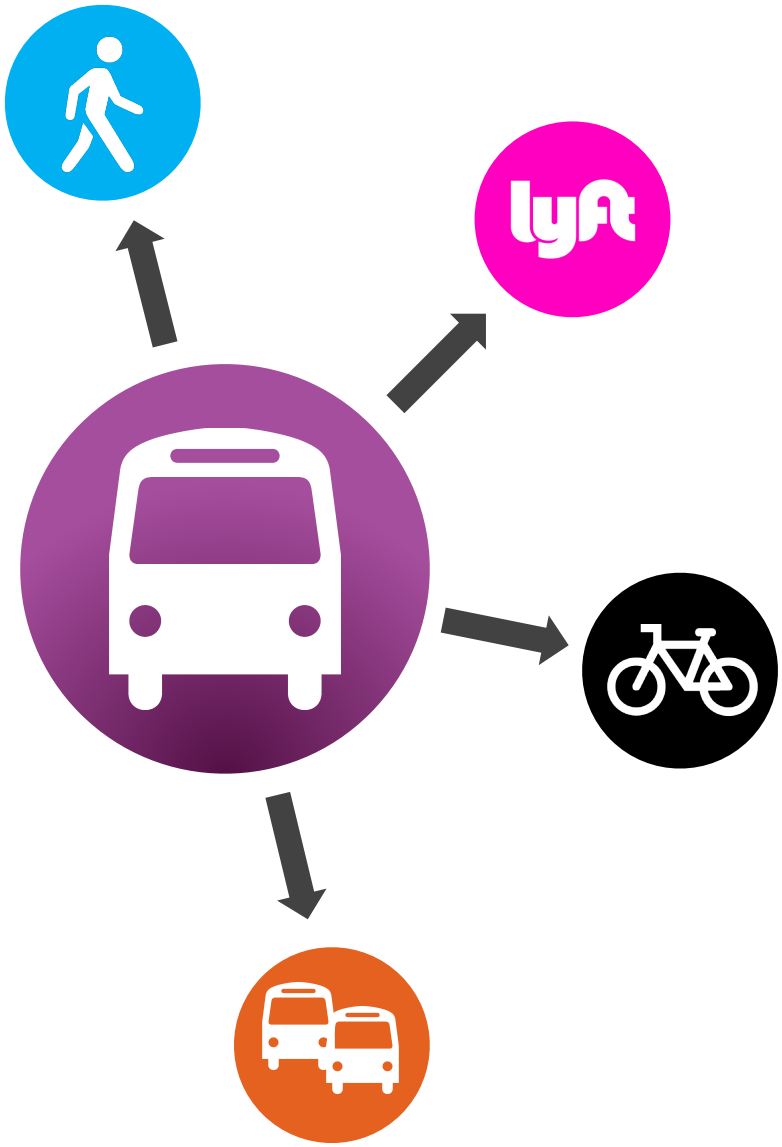

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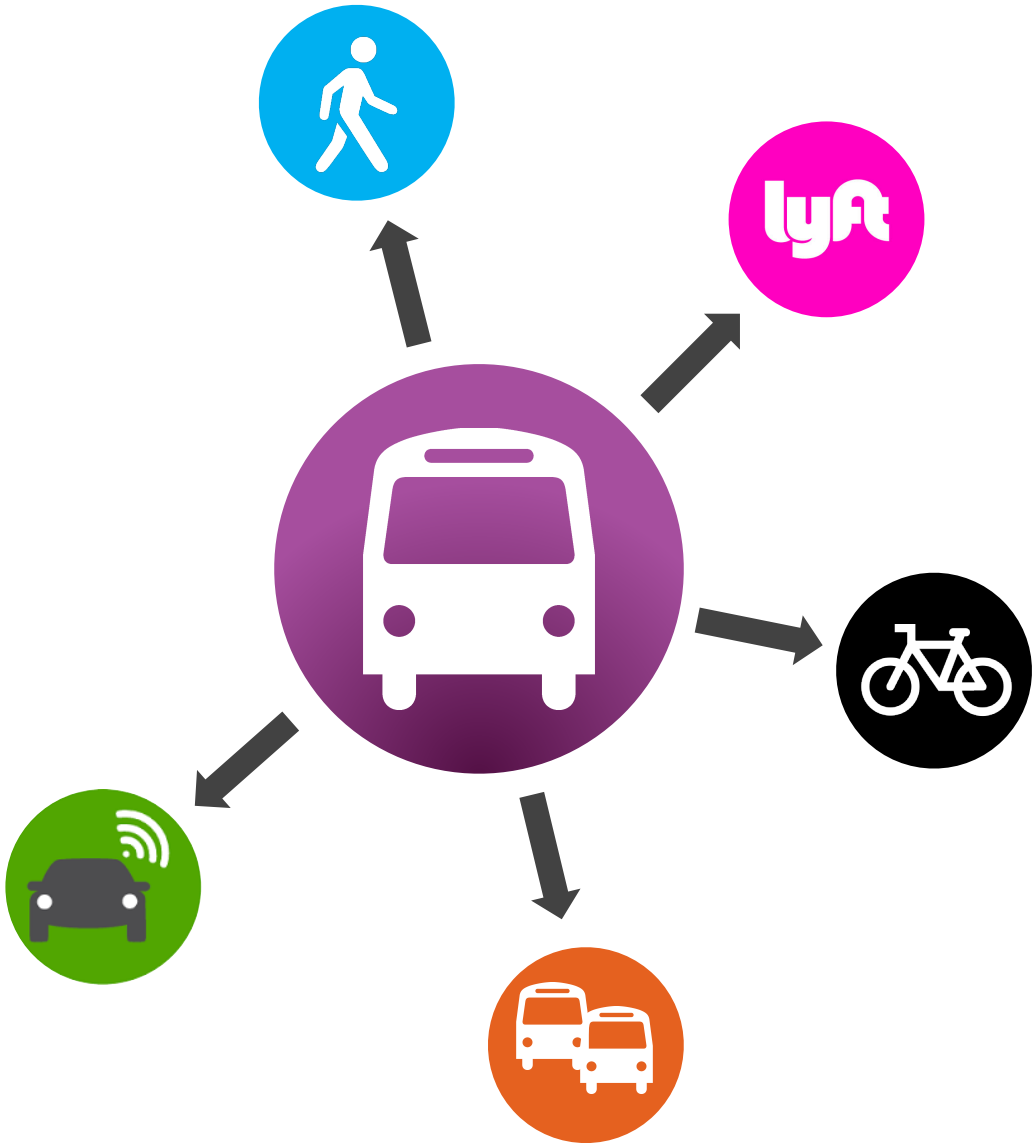

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A Bus Stop is a Touchpoint with the World

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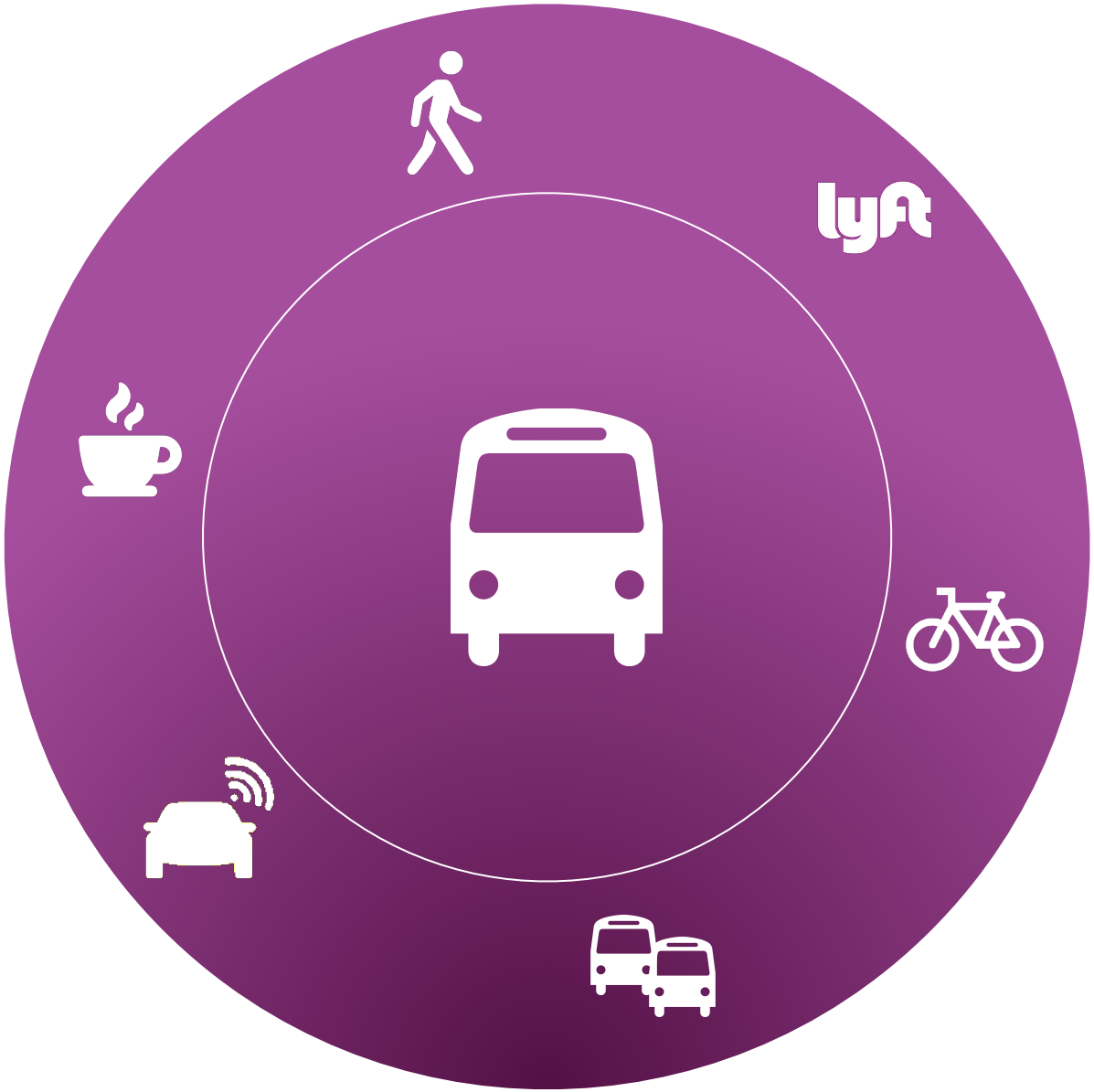

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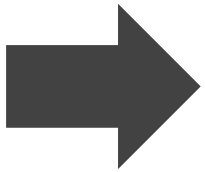
Third Party Data Sources



Distribution Of Information

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We should leverage technology to provide

contextual information

within the physical world that

enhances the relationship

transit agencies have with their riders.

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