



Telematics system for Metroline, London. Installation already underway.

INIT recently won a contract to equip a total of 1,000 buses of Metroline Plc., London. For INIT this order volume will generate in excess of 4.2 million Pound Sterling (around \$7 million U.S.). By the end of 2005, INIT will provide the vehicle fleet of the leading bus company in London with a Service Quality Control System (SQCS).

Following the successful completion of the test phase, in which 28 buses and one depot were initially equipped, the roll-out of the hardware and software for the remainder of the vehicles and depots has already started.

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Dear Transit Professionals:

Time to say Good-Bye: As most of you know, I started the operations of INIT Inc. here in the US almost five years ago. INIT is now established as a leading supplier of Intelligent Transportation Systems in North America and for my family and me, it is time to return home.

I would like to thank all of the people involved in this fascinating endeavor: First and foremost, it is my pleasure to thank our customers who gave their trust and confidence in INIT's capabilities and technology; thank you to all other partners locally in Hampton Roads, our

lovely home area, and from across the country, who helped to develop the INIT business; and last but not least, a warm thank you to the fantastic INIT team in the US, which accomplished enormous results in a very short period of time. Personally, my family and I will never forget all of the wonderful people that we met in this great country. It was a pleasure to live here and work with all of you.

Roland Staib, one of INIT's most experienced key managers, will take over the responsibility as president and CEO of INIT Inc. by Jan 1, 2004. I will serve as COO of our parent company. However, I will also remain director of INIT Inc. and there will be many reasons for coming back every once in a while. Therefore: "Vielen Dank" und "Auf Wiedersehen".



> **Dr. Jurgen Greschner**
President and CEO of INIT, Inc.

Dr. Jurgen Greschner
President and CEO of INIT, Inc.

Editorial

Telematics system for Metroline, London. More than 1,000 vehicles and 10 depots will be equipped.



> The depot and the vehicles communicate via radio communication, based upon GPRS (General Packet Radio Service)

Real time service control system.

In addition to the proven MOBILE CAD/AVL operating control system, the heart of the SQCS is the on-board computer COPILOT. This computer controls all of the telematics functions, organizes the radio communication, and based upon GPS, calculates the location and the current schedule situation.

The COPILOT communicates with the depot as soon as the vehicle exceeds defined limits in the schedule or when messages have to be exchanged, thereby improving the company's communications processes.

Yet, the dispatchers are always well-informed and able to adjust the current bus service optimally to the present requirements in order to ensure a consistently high operating quality at all times. To do so, the departure times of the individual buses are automatically controlled by MOBILE CAD/AVL to maintain a regular distance between the vehicles on the entire route.

Therefore, even in dense traffic, bus bunching will be avoided in the future.

GPRS mobile radio improves communications efficiency.

The complete communication between the depot and the vehicle is accomplished by using the public mobile radio standard, GPRS (General Packet Radio Service). Says Dr. Gottfried Gressner, CEO of init AG, "With our system, Metroline will be able to substantially improve the efficiency of its communications and reduce maintenance time, compared to its current radio infrastructure." At the same time, the London-based company will see a clear reduction in its project implementation time, which is yet another factor contributing to the cost advantages.

Via a WLAN (Wireless Local Area Network), all vehicle data from the 10 depots will promptly and in a fully automatic process, be passed on to the central evaluation computer for further processing with the INIT soft-

ware, MOBILEstatistics. The result, at the final count, is an optimization of the operating processes, a substantial reduction in operating costs for Metroline and improvement of quality for the passengers.

Boom in international business continues.

For INIT, this contract with Metroline Plc., which also operates buses in Scotland and Ireland, is yet another milestone in its successful internationalization strategy. INIT has now gained another important reference customer in Great Britain. Furthermore, Metroline Plc. is a subsidiary of Comfort Delgro Corporation Ltd. (Singapore), one of the five largest listed passenger transportation companies in the world.

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User Group Meeting Nuremberg.

The latest and greatest technology for public transit.
Transit authorities exchange views and experiences.

Sixty-eight users of INIT's CAD/AVL, scheduling and planning systems from five different countries, met on October 15th and 16th, 2003 in Nuremberg, Germany. They discussed current technological developments, operational issues and exchanged experiences using INIT systems.

Standard IT conquers the vehicle.

One highlight was the presentation of the trend-setting IT platform for the vehicle, which now also offers international industrial standards in the transit vehicle. What to choose: The modular on-board computer system based on a power-pc configuration or one built all around a standard pc platform, which integrates multimedia and digital radio with no need for further peripheral components? INIT summarized state-of-the-art and how transit authorities gain from different innovative technology approaches.

Decisive for satisfaction of passengers.

The motto "technological edge" would best describe the next topic: the passenger information. INIT presented innovative solutions, which help to meet the passengers' requirements for a modern information system via different medias and for different means of transportation. Passenger information has to be available in real-time, whenever and wherever it is needed, whether in the vehicle, at the bus stops, at home or on the road. Consi-

dering the advances in cellular phone technology and networks, this year's highlight was about the real-time information via mobile phones.

Optimized planning – perfect utilization of resources.

The department planning and scheduling systems informed on interesting topics such as new optimization features for scheduling. Furthermore, the participants had the chance to test the new software directly at the pc. An INIT-specialist was present in every workshop in order to assist the users in their first steps with MOBILE-PLAN and to answer firsthand the precise questions of the planning professionals.

Reports about the operational practice were one main focus of the meeting. Representatives of transit authorities from London (UK), Graz (Austria) (Do you know that this is the hometown of Arnold Schwarzenegger?) and Cham-

paign-Urbana (USA) gave insights into their experience with INIT systems and shared valuable knowledge. In addition, a tour was offered from the host transit authority (Verkehrs-Aktiengesellschaft Nürnberg) and the participants had the option to view their INIT CAD/AVL system and depots, which are managed by MOBILE-DMS – the INIT Depot Management System.

The participants, once again this year, were given the opportunity to "talk shop" with their colleagues and associates from other transit authorities and with the INIT employees. While having even more international guests than usual, the language barriers were limited by having multi-lingual interpreters, which apparently did their jobs very well. It was noticed that a lot of German customers and INIT employees followed the German reports while listening to the English translation! We hope to have another successful meeting with all of our international guests soon.



> Interested users in Nuremberg, Germany.

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The new design of INITiativ. Better informed, easier to read.

We hope you like the new design of this INITiativ edition. We produced this updated design so that it is easier to read and find information.

We trust you will find it, overall, more appealing to the eye. This new design provides the same basic elements as the old designs, so the first page will

always have the editorial and the interior will include international news, product information, specific news related to INIT Inc. and new employees.

On the first page you will now find an index, which should allow you to glance over the content quickly and to look for interesting articles.

The last page will continue to cover other tradeshows and conferences. We would welcome your feedback on our new layout, so please contact us and let us know what you think.



> The development of INITiativ since 1998.

> Please send your comments to:
postmaster@initusa.com

New employees.



> **Chris Carey**
Radio Engineer



> **Ulrich Erhart**
Engineering Manager



> **Tom Holzhauser**
Senior Technician

First pumpkin carving contest on Halloween.



The First Annual Pumpkin Carving Contest took place on Halloween. While Sales & Marketing carved out actual pumpkins (shown left), the Software Group won the contest with a virtual pumpkin carving that they developed on their computers!



> **The winning team:** Hans Habenicht, Tim Vincent, Jens Scheffler and Rajakumar Ponnampalam (from left to right).

A brief history of INIT Inc.

The US business has an increasing importance for the expansion of the whole INIT group.



> **Grand Opening:** As a welcome gesture, Secretary of Commerce and Trade of the State of Virginia, Mr. Barry DuVal, presented Dr. Jurgen Greschner with the flag of the State of Virginia.

In January 1999, INIT Innovations in Transportation, Inc. was incorporated in Chesapeake, Virginia to serve the North American market for the INIT group. The location was chosen carefully in the middle of the US east coast and close to the Washington, DC area. One decisive factor was the great support of local authorities in Virginia, Hampton Roads and Chesapeake.

The grand opening of the Chesapeake location took place on June 17, 1999. Dr. William Ward, Mayor of Chesapeake and Michael Townes, Executive Director of Hampton Roads Transportation District Commission, assisted at the

ribbon cutting ceremony. As a welcome gesture, Mr. Barry DuVal, former Secretary of Commerce and Trade of the State of Virginia presented Dr. Jurgen Greschner with the state flag of Virginia during that ceremony.

In 2002 after just three years, INIT Inc. moved to its' current location, which is three times the size of the original office, but still located in Chesapeake. The same year the Hampton Roads Chamber of Commerce presented INIT Inc. with the "Rising 25" Business Award for fast growing companies in the Hampton Roads area.



> **INIT's first office** and home for the first 3 years in Chesapeake.

Also in 2002, INIT Inc. became a member of the Public Transportation Partnership for Tomorrow – (PT)2 – the national education and outreach program designed to build increased awareness, support and investment for public transportation. INIT is proud to be classified as a partner within this national initiative.



> **Mayor of Chesapeake, Dr. William Ward,** gives his address and thanks INIT for choosing Chesapeake, again, to locate its second office.

Today, INIT employs more than 30 transit and engineering professionals in Chesapeake and has established a satellite office in Houston, Texas. A West Coast representation will follow soon. Within the worldwide INIT company network, the US business is therefore of increasing importance and will be a major focus for further expansion of the whole group.



> **The Hampton Roads Chamber of Commerce** presents INIT, Inc. with the Rising 25 Award.

Hurricane Isabel: INIT Inc. sails through the storm.



> The Atlantic hurricane season began June 1st and ends November 30th. Here is a satellite picture of Hurricane Isabel and some of the damage she did.

Hurricane Isabel wreaks havoc in Virginia! The employees of INIT, Inc. prepared the office and their homes for Isabel, which was a category two hurricane at landfall. Before closing the office early, the day before the storm, employees rushed around the office covering computers and important documents with sheets of plastic. Leaving nothing to chance, the server was even shut down!

Although INIT was closed for two business days, no physical damage was incurred and power was restored just one day after the storm. Employees spent their time off cleaning up debris in their yards, searching for ice and gas and learning how to live without electricity! Most employees were without power in their homes between two and eight days.

Things you learn during a hurricane:

- > You CAN live with a cold shower.
- > Candlelight is quite nice.
- > It is more fun to play games, listen to your children and talk to your neighbors than it is to watch T.V.
- > A good hair day is almost possible, even without a hair dryer and curling iron.
- > Time isn't always of the essence!
- > Some people are quite efficient at making a great dinner without using a stove or microwave.
- > Generators generate a lot of noise, and envy.

- > The **APTA (American Public Transportation Association)** annual meeting took place in the beautiful Salt Lake City, Utah Sept. 28 - Oct. 2. As always, the conference had very interesting speakers and even great rock n' roll entertainment. We hosted a hospitality suite for a couple of evenings and were able to showcase our products to our customers while enjoying some delicious food and beverages. We'd like to thank all of those who visited us.
- > The **CUTA (Canadian Urban Transit Authority)** annual meeting took place in Toronto, Canada Nov. 8 - 12. Already present in the Canadian market with our project at STM in Montreal, INIT intends to increase its exposure in Canada by participating in CUTA. While this was the first CUTA conference we attended, we were able to quickly determine that it was a very worthwhile show!
- > The **NYPTA (New York Public Transit Association)** annual meeting took place Nov. 19 - 21 in Albany, NY. In our booth we showcased our products being used by CDTA (Capital District Transit Authority). On the second day of the show we had a CDTA bus present to provide a live demo of our products in use.

We look forward to attending the following shows in the upcoming months and we hope to see you there!

APTA TransITech	February 18 - 20, 2004 in Houston, TX
APTA Bus and Paratransit Conference	May 2 - 5, 2004 in Denver, CO

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