



Company Newsletter of INIT Innovations in Transportation, Inc. for business partners, employees and friends



INIT Signs Contract in Portland. TriMet chooses INIT technology.

Innovative

- 2 > Product spotlight: New incident management feature within MOBILE-ITCS

Informative

- 3 > Portland, OR: New technology will increase efficiency of system
- 4/5 > Changing names in today's ITS market

International

- 6 > International event a huge success

Interesting

- 7 > 2009 ITCS Innovation Award given to INIT
- 8 > INIT plays Santa to local teens
- 8 > Events

Imprint

Become a Fan of INIT on facebook

Issue 1/2010

Index

TriMet recently signed a multi-million dollar contract establishing INIT as the prime contractor to provide an advanced CAD/AVL system including on-board computers, mobile data terminals, an automatic passenger counting system, and in cooperation with General Electric Transportation LLC, a digital mobile radio system to support their fixed-route bus operations.

The contract calls for the complete INIT system to be installed on 660 of TriMet's fixed route vehicles, while another 350 paratransit and 117 light rail vehicles will be equipped with mobile radios. In addition, portable radios will be included on 144 non-revenue vehicles and a mobile dispatch system will be provided to 8 supervisor vehicles.

Continued on page 3

Dear Transportation Professionals,

As the Director of Account Management for INIT, I am tasked with supporting our outside and inside sales team members with the creation and submission of quotes and proposals to existing and potential customers.

For the past nine years it has been my goal to respond to each request for products or information with the best technical, financial

and operational solution INIT has to offer. This can be a challenge even in the best of times, but with today's economic climate it has become even more important to provide solutions that are affordable, reliable and expandable. It only takes a brief look at our 26 year history to realize that we have been able to consistently meet, and in many cases, exceed this challenge over the years.

As INIT continues to grow and set the pace for providing the best ITS solutions to the public transportation industry worldwide, I am very excited about the new opportunities on the horizon. At INIT we continue to invest in the development of our people, our products and our customers, and we strive to set the bar of success in the industry.



> Bryan Cunningham Account Manager

Bryan Cunningham

1/2010

Product Spotlight: INIT Adds New Incident Management Feature to MOBILE-ITCS.

Increased functionality benefits customers.

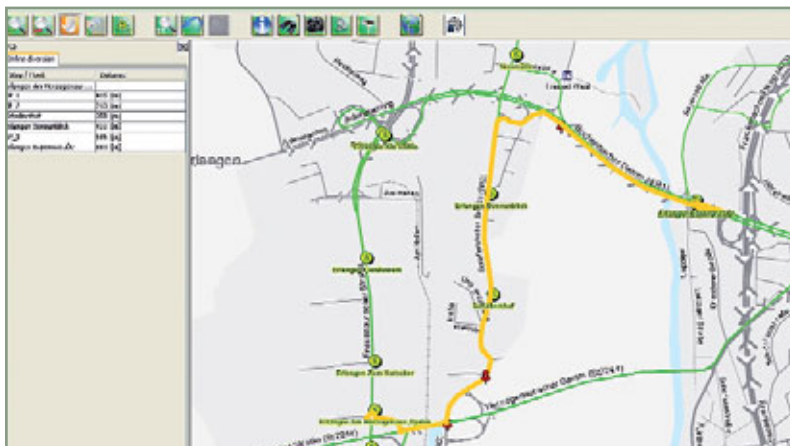


> Keeping drivers, dispatchers and passengers on the same page is easy with "online detour."

INIT recently developed a new feature within the **MOBILE-ITCS** that gives drivers critical information on detours ahead of time. The new function eliminates the need for drivers to take detours "blindly" by giving them the detour route and adjusted schedule right on their on-board computer. Drivers are subsequently navigated through the entire detour route with audible turn-by-turn instructions as well as a graphical interface. This

feature also ensures updated information for connection protection. With "online detour" the ad hoc defined detours and the information on schedule changes are automatically transferred to the real-time passenger information system and published via the connected media. Thus passengers at stops and on-board receive correct information on the servicing of the stops and the actual departure times — even in case of detours on short notice.

The dispatchers in the control center benefit from the simple and convenient use of the new module which considerably supports their daily routine. With all departments getting the same information, service is improved while the efficiency of the system makes detours almost as simple as driving normal routes. The new functionality adds to increased benefits for everyone; drivers, dispatchers and customers.



> Online detour is practice-oriented and customer-driven.

"Schedule changes are immediately transferred to the real-time passenger information system."

> **Contact:**
 Bryan Cunningham
 Tel. 757.413.9100 ext. 308
 bcunningham@initusa.com

INIT keeps Portland Moving.

New technology will increase efficiency of system.

Continued from page 1

The installation of INIT's advanced CAD/AVL system **MOBILE-ITCS** will support TriMet's high priority goals for increasing efficiency on its multi-modal service lines and improving customer service. **MOBILE-ITCS** is INIT's central management tool that will optimize TriMet's internal operating processes and provide Portland passengers with better service. Due to the new "online detour" feature within **MOBILE-ITCS**, unplanned detours will become virtually as easy to drive as normal routes. TriMet drivers will receive instant route changes and navigational information right on their **TOUCHmon**, the 8.4", full-color mobile data terminal. Dispatchers will also stay up to date with ad hoc changes helping manage work flow more efficiently, while passengers will receive up to the minute changes through the real-time passenger information media.

Also included in the new contract is INIT's Automatic Passenger Counting System, **MOBILE-APC**. **MOBILE-APC** has already been installed on 49 of TriMet's light rail vehicles with successful results. **MOBILE-APC** will allow the agency to collect and store passenger data through the on-board computer then send it via Wireless LAN to the Control Center where the data will be processed and analyzed with INIT's statistics software, **MOBILE-**



> TriMet has experienced success with INIT's Automatic Passenger Counting System on their light rail vehicles.

statistics. The full INIT system will integrate with TriMet's current on-board and existing back-office systems to provide increased functionality, operational efficiency and better service.

The contract between TriMet and INIT amounts to over 35 million in USD. The project is expected to start in early 2010, with a 2.5 year timeline for initial project completion. With a successful Automatic Passenger Counting project already in place in Portland, this CAD/AVL project will constitute a further milestone in the partnership between INIT and TriMet.

About TriMet:

TriMet operates an extensive bus, light rail and paratransit network in the Portland region. With over 2 million inhabitants, it is one of the fastest growing economic areas in North America and is considered one of the most innovative systems in the U.S.

The MAX, TriMet's light rail system, covers a 52 mile network and boasts 84 stations. The 8.3 mile Green Line was recently opened creating a connection to three major counties by light rail. The new line hosted 40,000 passenger trips on its opening day. TriMet has real-time passenger information at 7,100 bus stops and all 84 train stations.

Portland is the third largest metropolitan region in the Pacific North West after Seattle, Washington and Vancouver, B.C. The transit agencies in these two cities have already chosen INIT as their ITS provider further expanding INIT's presence on the West Coast.

> **Contact:**
 Jim Hicks
 Tel. 604.561.5393
 jhicks@initusa.com



> Portland's local public transit network is considered one of the most innovative systems in the U.S.

Changing Names in Today's ITS Market: Compelling reasons to choose INIT.



> INIT has more than 25 years of consistent management and outstanding technical expertise in the ITS market.

With the constant mergers, name changes and rollovers within the ITS market today, agencies are taking a closer look at how they choose a provider for their intelligent transportation systems. Important questions are arising concerning the stability or longevity of vendors — and rightly so. Many vendors offer a good product, but will they be able to deliver the goods down the road? Will the same person/company that sold the ITS system still be around when issues arise? Will they be able to give the support needed? For agencies, a little research ahead of time will always save time and money in the long-run.

It's rare in today's market to find an ITS provider that has not been sold or merged, let alone one that has had the same ownership for more than a decade. So, what does this have to do with an agency's purchasing decisions? In today's economic environment, stability is critical, along with the ability to deliver progressive solutions

and reliable customer service. These assets should be considered as part of the return on investment when an agency chooses an ITS provider.

So, who CAN agencies trust?

Transit agencies should look for a provider that not only offers advanced technology and successful projects across the globe, but also provides long-term stability. INIT has the privilege of making the claim that since its inception in 1983, the company has not changed hands once. In fact, the company has been managed by the same team that founded it 26 years ago.

Another aspect agencies are considering is the quality and expertise of the vendor's staff. Are they qualified in their field, or do they only have an overall understanding of how the system works? It's alright to talk to someone who knows something about the CAD/AVL system they sold you, but do they have "hands-on"

experience with the equipment? Are they able to talk to the developer first hand and get answers for you? How long have they been with the company? All valid questions to consider.

At INIT, employees who started with the company 25 years ago are now serving as CEOs or Senior Managers. Same name, same face. The US and Canadian subsidiaries, as well as Dubai, Australia and the UK are managed by long-time INIT employees. In fact, INIT has made a habit of inviting former customers to join the INIT team after retirement to serve as experienced support staff or trainers. As a result, a higher level of experience and expertise is passed on to our customers. A benefit they appreciate given that INIT strives to establish long-term partnerships, not short-term sales.

Transit agencies also understand the importance of hiring and retaining competent staff. Qualified employees



> **Ponnampalam Rajakumar**, Software Engineer with 10 years of service to INIT.

are in demand in today's market. At INIT, we recognize the importance of this as well, which is why we chose our location based on the number of universities in the area. Hiring educated and competent staff in the field of technology is key to providing our customers success with their systems. In fact, INIT was awarded "Best Place to Work" in 2009 due to a high level of employee satisfaction and a family-friendly environment with great opportunities for growth. INIT employees are indeed happy and productive — a benefit we pass on to our customers!

One such employee, Ponnampalam Rajakumar (Raja) has been with INIT, Inc. since its foundation 10 years ago as a software developer. Raja has contributed to the development of many INIT products including **PARAnet**, INIT's paratransit software. Raja has seen the change and growth over the years and hasn't missed a step. "As a technology-driven company with new and innovative ideas," Raja commented, *"INIT provides me opportunities to expand my knowledge and experience in a great work environment."* More recently, Raja helped develop a new software interface for third party paratransit systems that allows them to connect to the INIT CAD/AVL system and gives the ability to transfer important information to their on-board mobile data terminals.

So, in the end there are three major reasons why agencies can trust INIT to provide the service and technology they need with reliability and confidence:

1. A consistent and competent management team. This is evident not only by the success of the company, but

also by the endorsement of leading industry organizations. E.g. Ernst & Young awarded INIT's founder, Dr. Gottfried Greschner, with Entrepreneur of the Year in 2002.

2. The ability to hire and retain highly qualified staff members.
3. Outstanding technical expertise. This expertise is evident by the awards the company has been honored to receive, including the 2009 ITCS Innovation Award given for the new "online detour" feature in **MOBILE-ITCS**.

With so much uncertainty in the industry today, it pays to buy a system from a company with stability, qualified staff and technical expertise. A company with a proven long-term commitment to its customers will help ensure a more successful ITS project - and save a ton of headaches and money in the future.

> **Contact:**
Ann Derby
Tel. 757.413.9100 ext. 317
aderby@initusa.com



> **INIT staff are highly skilled and knowledgeable.**

International Event a Huge Success. INIT welcomes representatives from 11 countries.



> The 10th Anniversary gala event mirrored a cruise ship experience and showcased talent from all over the world.

On October 19-21, 2009, INIT hosted their 10th Anniversary International User Group Meeting & Transit Symposium in beautiful Virginia Beach, Virginia. The event kicked off with the User Group Meeting which hosted representatives from 11 different countries. Many presenters shared the success of their system using INIT technology, while all made the most of the opportunity to share best practices with fellow agencies. The meeting highlighted projects in the US and Canada, as well as Europe.

Technical aspects of the event included a tour of the INIT headquarters building and hands-on training and demos. The Transit Symposium brought in high-level speakers from around the world for an afternoon of innovative and visionary presentations. Bill Millar, President of APTA, presented on the advances of modern public transit in the US, while Michael Roschlau, President & CEO of CUTA, brought the vision of transit in Canada into 2040. Other distinguished guests

included Michael Townes, CEO of Hampton Roads Transit, who brought exciting updates on the new light rail project, The Tide. All presenters brought messages that reached across continents to educate and empower those who attended.

On the third day of the event, participants met for the first-ever combined North American and European ITCS Working Group Meeting. The groups were formed to establish collaboration between customer agencies for the sharing and development of best practices, as well as future development of INIT products and improvements to the MOBILE-ITCS system. Open discussion, as well as question and answer time with INIT staff, made for an interactive and productive meeting.

The highlight of the 3-day event was the evening gala celebration that took guests on a virtual cruise. With four tropical ports of call on the evening destination list, cruisers enjoyed

delicious fare native to each island they visited. At every virtual port, guests were met with live entertainment that resembled a "Dancing with the Stars" production. Adding to the excitement, the Right On Band, a renowned '70s show band, lit up the stage with their electric costumes, pulsating lights and Motown, Disco, and '70s Funk. With a casino, shuffleboard, and two large screen Wii's available on "deck," guests enjoyed the fun-filled night exchanging friendly competition and rivalry.

The next User Group Meeting is scheduled for May 2010 in Karlsruhe, Germany. For more information, or to purchase DVD copies of conference presentations, please contact Ann Derby.

> **Contact:**
Ann Derby
Tel. 757.413.9100 ext. 317
aderby@initusa.com

2009 ITCS Innovation Award given to INIT. MOBILE-ITCS praised for innovative incident management module.

On October 28, 2009, the VDV (German Transport Association) presented the 2009 ITCS Innovations Award to INIT for their new “online detour” feature designed for their Intermodal Transport Control System **MOBILE-ITCS**. The award was given to INIT during the BEKA ITCS Fall Seminar in Hannover, Germany. This was the fifth year the VDV expert panel for Intermodal Transport Control Systems (ITCS) recognized innovative achievements in the ITCS field. This award recognized once again INIT's ability to design and produce innovative technology for ITS.

Practice-oriented approach.

The ITCS expert panel especially praised the practice-oriented approach of the new feature. This practical solution was achieved due to the collaboration with the INIT ITCS Working Group, a close cooperation of INIT experts and experienced colleagues from customer transportation companies around the world.

“Online detour” is already in use at DB Stadtverkehr Bayern, Germany. The ITCS expert panel is expecting that in addition to the regionally oriented DB bus transportation companies, soon urban transportation companies from



> **INIT was honored** with another award for innovative technology.



> **From left to right:** Johann Schmickl of Stuttgarter Straßenbahnen AG, Klaus Janke of INIT and Peter-Hermann Möller of üstra Hannoversche Verkehrsbetriebe AG.

metropolitan areas will join the list of users since the new feature does not target a certain client or a specific market segment, but offers a considerable additional benefit for all transportation companies.

Achim Becker, Chief Operation Officer of INIT, is especially proud of this collaborative effort: *“Not only does INIT deserve this award, but also all our customers who have been involved in our Working Group. We see this award as an honor for the performance of our **MOBILE-ITCS**, but also as recognition of our commitment to listening and incorporating our customers’ feedback.”*

For more information on INIT's online detour function, please see page 2 under Product Spotlight.

> **Contact:**

Carl Commons
Tel. 757.413.9100 ext. 331
cccommons@initusa.com

1. Online detour increases efficiency of service by keeping dispatchers and drivers connected and on the “same page” during an unplanned detour.
2. Gives drivers the ability to drive an uncharted detour with audible and visual turn-by-turn directions on the MDT.
3. Increases passenger satisfaction by automatically informing them of the disturbance through real-time information media, thus enabling them to plan their time and travels more successfully.

Angel Tree Offers Hope at Christmas. INIT plays “Santa” to local teens.



> INIT staff brings Christmas cheer to local teens through the Teen Angel program.

The Angel Tree program offers disadvantaged children the opportunity to have Christmas presents under the tree by giving the community a chance to purchase the

gifts for them. The child’s name, age and clothing size, as well as any special requests are placed on an angel tag and hung on a tree in a public place. For many children, these are the

only gifts they receive at Christmas. But what happens when that child becomes a teen? Sadly, they are sometimes forgotten. However, when INIT learned about the Teen Angel program, they got on board right away!

Through the information received from the organizers, INIT created and hung tags on their own special tree inside the headquarters building in Chesapeake. Staff members chose tags from the tree and purchased clothing and toys for the teens. The response was overwhelming.

“This is a great outreach to the community, and has become one of our favorite Christmas projects,” says Linda Keith, INIT’s VP of Finance. *“Through the Angel Tree program, kids who don’t normally receive gifts will now have the chance to experience a wonderful Christmas.”* INIT plans to continue to partner with the Teen Angel program to make that happen each year, bringing hope to kids during the Christmas season.”

> **Contact:**

Linda Keith
Tel. 757.413.9100 ext. 307
lkeith@initusa.com

Interesting

February 8 – 10, 2010 “Southwest Transit Annual Conference & Expo” in Santa Fe, NM

February 21 – 24, 2010 “APTA Marketing Conference” in Ft. Lauderdale, FL

February 22 – 26, 2010 “APTA TransITech” in Ft. Lauderdale, FL

Published by:

INIT Innovations in Transportation, Inc.

Editors:

Ann Derby (Editor-in-chief)
Anke Baldauf, Alexander Baudendistel,
Andrea Mohr-Braun, Gisela Krieger

Layout:

Alexander Baudendistel

Print:

Professional Printing Center
Chesapeake, VA

Editorial office:

INIT Innovations in
Transportation, Inc.
1420 Kristina Way, Suite 101
Chesapeake, VA 23320
Phone: 757.413.9100
Fax: 757.413.5019
aderby@initusa.com