



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



INIT Takes Another Bite from the Big Apple! More NYCT vehicles get INIT technology.

Innovative

- 2 > Product spotlight: PROXmobil: INIT's smartcard technology debuts in US market

Informative

- 3 > New York City, NY: Paratransit fleet gets upgrade
- 3 > INIT cable provider exceeds industry standard
- 4/5 > INIT reaches 10 year milestone in North America

International

- 6 > Christchurch, New Zealand: INIT creates a modern E-Ticketing system

Interesting

- 7 > Niagara Falls paratransit vehicles get new software
- 8 > INIT takes 1st place award in small business category
- 8 > Events

Imprint

New York City Transit (NYCT) services over 130,000 registered customers with disabilities using their shared ride, door-to-door paratransit service, Access-A-Ride. NYCT's paratransit service operates 24 hours a day, 7 days a week.

To improve service and increase efficiency, INIT's Automatic Vehicle Location and Monitoring system, along with the compact on-board computer, **COPILOTtouch**, was installed on over 1,100 of NYCT's Access-A-Ride vehicles in 2005. Following

a modification to the contract, more vehicles were added to the project, which upon completion would increase the vehicle count to 1,822. As the partnership between INIT and NYCT has continued to grow, another order to outfit 451 more vehicles from the Access-A-Ride fleet was recently awarded to INIT. Upon completion of the installation, INIT will have equipped 2,273 of NYCT's paratransit vehicles.

Continued on page 3

Dear Transportation Professionals,

With the help of so many customers and business associates over the last ten years, INIT has been able to experience success beyond our expectations. From the beginning, our business objectives were clear: bring advanced high quality ITS solutions to the North American market, build positive long-term customer relations, and cultivate exceptional business

practices that model our company's commitment to increasing the efficiency of public transit.

We want to thank you for partnering with us over the last decade as our continued growth and success have reached new heights. From our small beginnings in 1999, we have seen the relationship of our many partners and friends flourish, and many new projects thrive. We appreciate your confidence in us and in the products that we sell.

It is with great anticipation that we enter the next decade of our company's venture. As we do, we will continue to offer progressive solutions to make public transit more attractive, faster and more efficient.



> **Roland Staib**
President & CEO of INIT, Inc.

Roland Staib



Issue 3/2009

Index

EDITORIAL

Product Spotlight: PROXmobil.

INIT's smartcard technology debuts in US market.



> PROXmobil offers passengers easy-to-access tickets and best price calculation.

Over the past 15 years, INIT's continuous innovations and achievements in the important area of electronic fare management have resulted in comprehensive state-of-the-art ticketing products like INIT's **PROXmobil**. This passenger-operated terminal offers smartcard technology that supports all features of E-ticketing. The simplest form of this technology is used when a passenger uses their card to store a certain number of allowed trips as a multiple-ride ticket. As with conventional ticket validators, these cards can then be validated trip by trip at the **PROXmobil**.

Instant best-price billing.

INIT offers more possibilities with the support of automatic fare collection by a simple check-in/check-out method. Furthermore, with **PROXmobil**, real-time best-price calculation is possible. This means that if calculated on a daily basis, passengers never pay more than the price of a day ticket irrespective of how many trips they make in one day.

The **PROXmobil** has been designed as a reading device for contact-free smartcards and is ISO 14443 A/B compliant. Smartcards which comply with the widely used MIFARE standard are also supported. In order to protect transactions, it is possible to use secure access modules for the communication between devices and smartcards. **PROXmobil** is equipped with a 4" graphic color display, which can be used both for visual signals and text messages. An audible alarm function is also available.

Through its Ethernet interface, **PROXmobil** can be easily integrated with other components like ticket printers, on-board computers or WLAN.

Easily accessible public transit.

Check-in/check-out systems ease the drivers' workload and allow public transit authorities to take full economic advantage of E-ticketing. Furthermore, the boarding time at

stops is reduced, which increases both punctuality and customer satisfaction. And, thanks to automatic fare calculation, passengers do not have to deal with the fare structure, but can simply board and ride the bus at the lowest price possible. This means excellent customer service and public transit that is more easily accessible.

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INIT Customers Continue to Choose Great Technology. New York City paratransit fleet gets upgrade.

Continued from page 1



> **INIT's success in New York** proves their technology can be trusted anywhere!

The Automatic Vehicle Location and Monitoring system from INIT gives NYCT more efficient real-time control as well as accurate vehicle positioning. True vehicle positioning in urban canyons, much like lower Manhattan, is a challenge due to the limited visibility of GPS satellites and signal reflections off tall buildings. To solve

this problem, INIT combines GPS with a gyroscope sensor and uses a highly sophisticated algorithm that matches the computed position to the street network. This allows for accurate positioning even when GPS signals are obstructed.

Using Windows XP Embedded, the mobile data terminal, **COPILOTtouch**,

provides drivers with a paperless manifest, audible turn-by-turn navigation and an easy to use graphical color touch screen. The **COPILOTtouch** displays a map showing the best route to their next stop, and allows for two-way text messaging between the driver and the control center.

The on-going partnership between INIT and NYCT will continue to enhance service for Access-A-Ride passengers.

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TQA, LLC goes the Extra Mile with Specialist Certification. INIT cable provider exceeds industry standard.

Total Quality Assembly, LLC, (TQA) is a joint venture between INIT Innovations in Transportation, Inc. and Altec USA, LLC to provide quality cables for INIT customers.

TQA is located within the INIT office structure in the Greenbrier Business District in Chesapeake, Virginia. In addition to cables, TQA wires terminal block assemblies and builds mounting racks for INIT.

Already meeting industry standards in cable harnessing, TQA managers sought to go the next step in quality engineering by offering certification for IPC/WHMA A620A cable and wire harness assembly. Carl Craft, TQA

Manager and Raymond Reis, Altec USA, LLC Managing Member, both certified trainers, went the extra mile by



> **Certified:** Ernestine Johnson, Jim Gibbs from INIT, Inc., Carl Craft, Josephine Wiggins, Sybrina Barrett and Jonathan Lingaya. (ltoR)

instructing the course to all TQA employees.

All five participants successfully completed the testing, but one employee stood apart from the rest. Josephine Wiggins passed the certification test with a high score of 100%. Her colleagues were not far behind, and each received certificates for completion of the training.

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INIT Reaches 10 Year Milestone in North America.

25 agencies trust INIT systems.



> INIT's presence in North America has spread from coast to coast.

Satisfying customers is the benchmark of every company's success. That is why we are happy to see that our customers continue to choose us for new, as well as follow up projects. From New York City to San Francisco, and from Houston to Vancouver, INIT has continued to enjoy a growing number of business partners while making its mark on the ITS landscape of North America.

1999

Back in 1999, when INIT Innovations in Transportation, Inc. was founded in Chesapeake, Virginia, the mother company, INIT GmbH, a turnkey supplier of ITS technology, was well-known on the European continent. However, in the US, INIT was barely

known as a contender, let alone, a leader in ITS technology. Today, that is a different story. Establishing the first US contract in Akron, Ohio in 1999 was only the beginning of the new opportunities the company would soon realize.

2002

Over the course of a few short years, other partners were choosing the INIT systems, and by 2002, INIT had won seven new customers (Albany, NY, Champaign Urbana, IL, Rock Island, IL, Lafayette, IN, Portland, OR, Denver, CO and Montréal, QC). To deal with the new orders, more staff was brought on and a larger building was acquired to facilitate the expanding business.

2003

As the success of the company continued to spread across the continent, INIT reached a new high in 2003 with one of the largest contracts to date: Houston Metro. Houston trusted INIT to equip 1,300 of their buses with on-board computers, and to install an Integrated Vehicle Operations Management System (IVOMS) and Traffic Signal Priority. Eventually, the success of that project would compel Houston to place an additional order of equipment (APC) for 18 of their brand new light rail vehicles.

2005

Following Houston, in 2005, New York City Transit approved orders to equip

1999



> The flag of the state of Virginia was handed over to Dr. Jürgen Greschner during the Grand Opening of INIT in 1999.



> The first office space rented in Chesapeake at Lake Center 1 housed a three person staff.

2002



1,329 of their paratransit vehicles with INIT's COPILOTtouch, an on-board mobile data terminal with touch screen technology. In addition, an Automatic Vehicle Location Monitoring system with GPS for tracking, and a Geographical Information System (GIS) was included in the contract. That same year, TransLink (Vancouver, BC) awarded INIT a 35 million dollar contract (CAD) to initially install 1,296 vehicles with their on-board computers, a GPS system and state-of-the-art digital radio system. This was the biggest and most massive undertaking the company had attempted to date.

2006

By now, INIT had managed to win two of the largest agencies on the continent as partners. Then in 2006, York Region Transit made efforts to establish one of the most modern public transit systems in Canada. VIVA, the new Bus Rapid Transit system, was equipped with INIT's intelligent transportation technology, and by contract end had won "IT Project of the Year" for their outstanding achievement. Over the next few years, new projects and follow-up orders continued to pour in.

2007

By 2007, the company had again outgrown its office quarters and had to relocate to a larger building. A new 26,600 square foot building would be



> Continued growth over the last ten years has landed the company in a 26,000 square foot building in the Greenbrier Business District of Chesapeake.

used to house the staff of now close to 50 employees — a number thirteen times more than that of INIT's humble beginnings in 1999.

2007 was also the year that Total Quality Assembly, LLC, INIT's cable manufacturer, started operations in the new building.

2008/2009

Finally, in 2008 and 2009, INIT began to make progress on the west coast with the addition of three new partners; King County Metro (Seattle, WA), Community Transit (Everett, WA) and Golden Gate Bridge Highway and Transportation District (San Francisco, CA).

Even more remarkable than the numbers however, are the people who were at the forefront of the INIT

success story. Our customers' vision to employ the latest technology to improve the efficiency of public transit, and their confidence in INIT's ability to deliver this vision is the cornerstone of our success.

Since its founding in 1983, the INIT group has expanded to six subsidiaries around the globe. Our presence in North America is just ten years strong, but has become a cornerstone of the INIT group which has contributed vitally to its success.

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2004

> A second move to larger facilities tripled the size of the original space utilized by INIT staff.



2007

> A new office in Seattle, Washington opened up in 2007 to facilitate the growing number of INIT customers on the west coast.



> INIT's latest move in 2007 now accommodates nearly 50 employees.

INIT Receives First Contract in New Zealand. Environment Canterbury creates a modern E-Ticketing system.



> Approximately 300 vehicles in Christchurch will be equipped with INIT's EVENDpc.

INIT has managed to break into a new market winning its first request for proposal in New Zealand. The new contract requires installation of a modern ticketing system for the regional council of Canterbury: Environment Canterbury. INIT will provide over 300 vehicles of four bus companies in and around the city of Christchurch with their integrated on-board computer and electronic ticket printer, **EVENDpc**.

The sophisticated device is characterized by its comprehensive features and ease of operation. The GPRS module that Christchurch will use for their data exchange is already integrated into the **EVENDpc**. With the configurable, large-scale 8.4" (21cm) display, drivers can handle ticket sales comfortably. They are in good company too: the drivers of the regional transportation companies of the DB Stadtverkehr in Bavaria, as well as the transportation companies of the VVO in the area of Dresden already profit from this multi-capable ticketing system. With the combination of ticket printer and INIT's background and clearing system **MOBILEvario**, INIT

implements an advanced ticketing system for the New Zealand regional council. This system will also integrate two point of sale locations, a ferry, and two mobile card checking devices.

The INIT system will further integrate the "Metrocard" previously used by the bus companies for ticket sales. This increases customer-friendliness as the passengers can continue using their

accustomed card. They can store time tickets as well as prepaid credit on their cards. Boarding the bus, the passenger approaches the **EVENDpc**'s proximity reader that either validates the ticket or charges the card with the price of the purchased ticket. In addition, INIT provides Environment Canterbury with a web service where passengers can register and recharge their cards.



> **EVENDpc** offers a comprehensive ticketing and on-board computer solution for INIT customers.

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Niagara Falls Chooses INIT Technology.

City's Chair-A-Van paratransit vehicles get new software.



> **INIT's systems are flexible** and versatile; able to fit any size agency, small or large.

Known as being the honeymoon capital of the world, Niagara Falls, Ontario is the latest city to acquire INIT's demand response scheduling and dispatch system, **MOBILE-PARANet**. The Chair-A-Van program, an on-demand transportation service for passengers with visual, cognitive, and physical challenges, is owned by the City of Niagara Falls. With six wheelchair accessible vehicles in the paratransit fleet, the City provides service for some 1,200 passengers transporting them to work, school, medical, cultural, recreational and social activities.

MOBILE-PARANet offers a state-of-the-art solution for automated scheduling, routing and dispatching of paratransit and demand-response vehicles. It is



> **MOBILE-PARANet's fast and easy** to use Graphical User Interface allows an agent to complete a booking in less than a minute.

designed as a highly configurable, off-the-shelf dispatch system which will allow the city to maintain extensive passenger registration information, and to book and schedule on-demand and subscription trips.

Before **MOBILE-PARANet**, Jackie Zufelt, the Dispatcher/Supervisor of Chair-A-Van since 1994, had been manually scheduling passengers for the curb to curb service by using Microsoft Excel spreadsheets. With **MOBILE-PARANet**, she can now save time and streamline operations which in turn can lead to an increase in customer satisfaction because the agency is better able to direct its on-demand service.

For the City of Niagara Falls this means reduced costs, faster real-time booking and improved productivity. The agency will also realize a reduction in man hours required to manage the scheduling process which allows for a reallocation of resources to other areas. The contract between INIT and Niagara Falls means one more city that will realize the advantages of an intelligent solution from INIT.

The Chair-A-Van program is funded by the City of Niagara Falls and operated by the St. John Ambulance. In addition to transporting citizens of the city, the program is available to tourists and

their companions who are visiting Niagara Falls. Currently, Chair-A-Van operates seven days a week and has approximately 50 round-trips a day.

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INITiative digital.

In an effort to become more green, INIT is now offering an electronic version of the **INITiative**.

If you would like to receive the **INITiative** by e-mail, please sign up by contacting Ann Derby at aderby@initusa.com.

The **INITiative** can also be downloaded from our website at www.initusa.com.

Interesting

Best Place to Work.

INIT takes 1st place award in small business category.



> Employees proudly display their attitude about working at INIT.

INIT was recently recognized as one of the best places to work by Inside Business, Chesapeake's local business journal. The awards were given to local companies who demonstrated a proven ability to be progressive in several key areas such as benefit packages, employee incentives, innovative work styles, community service, and the "fun factor".

Roland Staib, President & CEO of INIT, Inc. cited several factors that contributed to the award including

flexible scheduling for employees, a family-friendly work environment, opportunities for international travel and consistent company leadership.

Winners were categorized based on the size of the corporation. INIT, Innovations in Transportation, Inc. won 1st place in the small business category.

Linda Keith, INIT's Vice-President of Finance accepted the award on behalf of the 50+ employees at the Chesapeake-based office in the

Greenbrier Business District. INIT of Chesapeake, VA was established and incorporated in January 1999 to serve the North American public transportation market with innovative ITS solutions.



> Linda Keith, INIT's Vice-President of Finance accepted the award.

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Interesting

- October 4 – 7, 2009 "APTA Annual Meeting" in Orlando, FL
- October 19 – 21, 2009 "INIT International User Group Meeting & Transit Symposium" in Virginia Beach, VA
- October 27 – 29, 2009 "California Transit Association Expo" in Pasadena, CA
- November 7 – 11, 2009 "CUTA TransExpo" in Montréal, Québec/Canada

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Events
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