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



INIT celebrates 25 years. A gala event to remember.

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Imprint

Summer/2008

INIT GmbH rolled out the red carpet for over 500 guests at their 25th Anniversary celebration on April 4 in Karlsruhe, Germany. The two day event hosted various customers, colleagues and transit officials from all over the world. The celebration

began with a warm welcome reception for INIT guests at a nearby pub. Representatives from 10 different countries were in attendance for the highly anticipated event.

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Dear Transportation Professionals,

Well, it's been a little over a year since I joined INIT and I must say ... it's been a very interesting and exciting year!

My role is to develop business opportunities in the northeast portion of the U.S. and Canada. Within this area are some of INIT's most interesting projects. These include York Region Transit and Grand River Transit, which are both within an one hour drive from Toronto, ON. Both agencies have a full suite of INIT products, including on-board mobile data terminals, Automated Passenger Counters, in-vehicle next stop announcements and displays, Traffic Signal Priority and Real-time Passenger Information.



> Julie Starkey
Director Business Development, Northeast

Another account is MTA New York City (i.e. the largest Paratransit organization in the world!), where we're implementing our Automatic Vehicle Location Monitoring system in 1,800 Paratransit vehicles.

I feel very fortunate that I can bring prospective customers to these wonderful showcase sites. They can see with their own eyes how well our systems work and that our customers are generally very happy ... from the Executive Director, to the System Administrator, to the Dispatcher and the Driver.

I also had the opportunity of visiting our Head Office in Karlsruhe, Germany, where I had the pleasure of meeting the "brains" behind our products. I was truly impressed with the level of knowledge, experience and dedication of these individuals.

It's very exciting to be working for a company with such a great reputation in customer service and advanced solutions. I love my job and I'm glad to be a part of the INIT team. And I look forward to continuing our business growth in the Northeast!

Julie Starkey
Julie Starkey



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Product Spotlight: What's next with CAD/AVL? The Intermodal Transport Control System MOBILE-ITCS.



> **Transporting thousands of passengers** within a very short period of time — that was the challenge for Munich's transport company MVG and INIT's MOBILE-ITCS.

For the transit company, a CAD/AVL system with the ability to project real-time information is essential in today's fast paced environment. Passengers not only expect it, they demand it. INIT has taken the next step and enhanced its CAD/AVL system designed for the next generation of CAD/AVL systems. **MOBILE-ITCS** (Intermodal Transport Control System) is the next generation of CAD/AVL technology that supports intra-company sharing of data using an open system. It is capable of interfacing between transit operating systems encompassing rail, subway and bus. The end result is reliable, intermodal real-time data being passed to the final customer.

The intermodal CAD/AVL system is linked into a central system where departure or arrival information can be displayed for train, subway or bus via wireless communication. When choosing a transportation mode, passengers get all the information needed via a variable message board. This real time information is also available using any mobile PDA or personal computer through the internet. To understand the benefits of **MOBILE-ITCS** better, let's take a look at the success of the system in Munich, Germany during the 2006 Soccer World Cup.

Over 1.7 million enthusiastic fans attended the 2006 World Cup.

Afterwards, these same enthusiastic supporters took to the streets to celebrate the victories. Most of these party-goers utilized the public transit system operated by the transport company MVG. While the transit system was bulging with passengers exceeding the predictions of organizers, MVG was prepared in spite of the crowds. INIT's **MOBILE-ITCS** had been installed just in time for the World Soccer Cup making transporting passengers a smooth and efficient operation. INIT was excited to partner with MVG equipping them with the right tools to successfully manage and transport their passengers.

In the future, the **MOBILE-ITCS** system will link heavy rail, air, and even individual traffic. For now, INIT is making sure transit agencies can be prepared to support the mobility concepts of the future with their advanced CAD/AVL system, **MOBILE-ITCS**.

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INIT has successfully installed its CAD/AVL System MOBILE-ITCS in these North American cities:

- > Champaign-Urbana, IL
- > Dallas, TX
- > Houston, TX
- > Lafayette, IN
- > New York, NY
- > Rock Island, IL
- > Vancouver, BC
- > Vancouver, WA
- > Region of Waterloo, ON, CANADA
- > York Region, ON, CANADA
- > Virginia Beach, VA

MOBILE-ITCS in these international cities:

- | | |
|--------------------------|------------------------|
| > Copenhagen, Denmark | > Bremerhaven, Germany |
| > Graz, Austria | > Dessau, Germany |
| > Leicester, UK | > Halle, Germany |
| > London, UK | > Osnabrück, Germany |
| > Oslo, Norway | > Karlsruhe, Germany |
| > Salzburg, Austria | > Munich, Germany |
| > Stockholm, Sweden | > Nuremberg, Germany |
| > The Hague, Netherlands | > Trier, Germany |
| > Uppsala, Sweden | > Wuppertal, Germany |

INIT completes third North American CAD/AVL ITCS Working Group Meeting. Houston pulls out all the stops.



> The highlight of the event was the tour of the Houston Metro Command Center with its four massive screens and "space center" like atmosphere.

On April 28-29, twenty-five attendees from five INIT customer transit agencies participated in the third bi-annual CAD/AVL Working Group Meeting. Houston Metro pulled out all the stops and welcomed guests with true southern hospitality. Marie Turner, Operations Management Analyst, organized the meeting space, breaks, lunch, local transportation and tour guides for the event. Martin Brodwurm, a long-time friend of INIT and veteran of CAD/AVL systems facilitated the meeting bringing over 30 years of transit experience to the group. Several agency professionals gave informative presentations on topics such as system performance, passenger requests to transfer, online statistics, communication displays, schedule adherence and protected connections.

The group sessions were designed to allow customers to discuss the operational information that is important to them. "From the beginning", says INIT Customer Service Manager, Marc Gillman, "our focus has been on customers running the show. We simply give them a platform to discuss issues that are important to them." This sentiment is also reflected in planning as our customers choose the meeting locations and serve as the hosts.

On September 8-9, MetroLINK will host the fourth Working Group Meeting on

the banks of the Mississippi River in Rock Island, Illinois. For more information about how you can attend the next Working Group Meeting, contact Ann Derby, Marketing & Events Manager at aderby@initusa.com or call 7574139100 ext. 317

What our customers are saying:

"The sessions were very useful..." – Bobby Samuel, MTA New York City, NY

"I had a great time all the way around!" – Pat O'Conner, City Bus, Lafayette, IN

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What is the difference between a User Group Meeting and Working Group Meeting?

User Group Meeting:

Meeting Purpose: to provide a setting where INIT customers and staff can provide the latest developments in CAD/AVL and the related field of technology. Opportunities for fellow transit officials to gain a better knowledge about how to improve their systems with INIT technology. The 1 1/2 day event showcases successful customer systems already in place.

For: Transit Managers, Decision Makers, Operational Staff, Dispatchers, Users, Administrators

Registration fee: Yes

Time: 1-1/2 days

Held: Every year between Europe & North America

Next North American User Group Meeting: INIT-VA 10th Anniversary 2009

Date: To Be Announced

Place: Virginia Beach, VA

Working Group Meeting:

Meeting Purpose: to provide a platform for operators, dispatchers and users of the INIT system to collaborate and exchange best practices with other agencies and to make suggestions to INIT developers on how to improve the system. The 1 1/2 day event focuses on customer's ideas for working with INIT products and developing future enhancements.

For: Operational Staff, Dispatchers, Users, Administrators

Time: 1 1/2 days

Registration fee: None

Held: twice a year at a North American customer agency

Next North American Working Group Meeting:

Date: September 8-9, 2008

Place: Rock Island, IL

Innovations in APC technology on bus & rail. The right technology.

Today, transit agencies can experience success with their APC system by starting with the right technology. When considering APC implementations, advanced solutions must include highly sensitive detectors that can differentiate between people and objects as well as recognize directional movement. Collecting the data is the next step. Once the passenger data is collected, having a secure means of transferring the data is vital. To get a better picture of the advances in APC systems, an explanation of the various types of sensors is needed.

APC Sensor Technologies

Active Sensor Technology:

An active sensor sends an infrared signal to the inner and outer "curtain". The "curtains" are the detection areas that identify thermal heat radiation emitted by passengers. The sensors are installed in a cascade manner.

However, challenges may occur when a sensor is defective and may affect the others resulting in inaccurate counts. Another challenge occurs when wet weather is present and the floor gives a reflection. In this instance, people can be missed due to the shiny floor and passengers may be undercounted.

Passive Sensor Technology:

A passive sensor detects the heat pattern of a person while walking through a



> Automatic Passenger Counting has advanced drastically in the last few years giving transit agencies phenomenal state-of-the-art technology for their bus or rail systems.

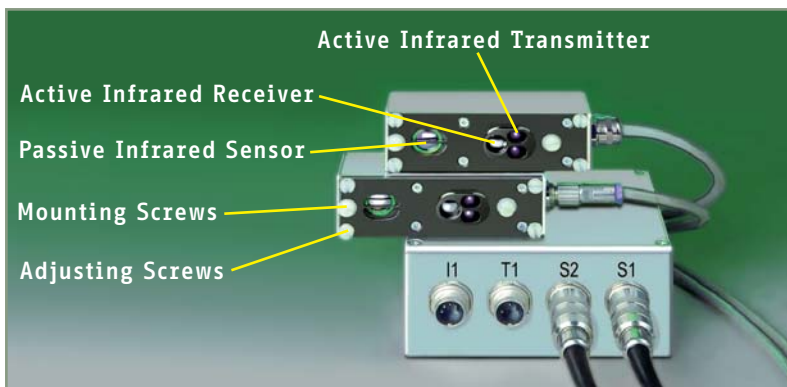
door. However, if there are a group of people boarding the bus, it can result in over-counting while a queue is building up.

Active/Passive Sensor Technology

INIT utilizes the best method of passenger counting technologies by using both an active and passive sensor. This technology consists of three components: the passive component, the active component and the constant light receiver (combined diodes). The detection area of the three components

consists of two virtual "parallel curtains".

When one passes the recording area of the sensor, they are "viewed" by both the passive component and the active component, as well as by the double photo diode. All signals generated in the sensor are amplified and digitized by the sensor and then transmitted to the analyzer unit. The signals are transformed into counts by the analyzer unit. Combining and evaluating the different sensor technologies can compensate for the weakness of each individual sensor technique.



Operating System

In order to make the most of the sensor technology, transit authorities need an advanced operating system. The COPILOTpc, INIT's on-board computer, is designed exclusively for transit systems and uses Windows™ Embedded XP for enhanced security, multi-tasking performance and scalability for future options. It is the core unit for the vehicle system which stores the data received from the analyzer unit(s), and

INIT celebrates 25 Years. Taking home the gold.

Continued from page 1



> **Dr. Gottfried Greschner**, founder & CEO of INIT giving local media one of many televised interviews.

The first day of the two day event began with the International User Group Meeting held at the conference center in the heart of downtown Karlsruhe. Customers presented informative overviews of their transit successes with the INIT system. INIT made sure the presentations were easily understood by providing interpreters. In the afternoon, "hands on" sessions were

many distinguished guests in attendance, including the Interior Minister of the Federal State of Baden-Wuerttemberg and the Mayor of Karlsruhe. Other distinguished guests included Ian Morgan, the Commercial Director of Trent Barton who presented insight on how to make a profit in public transit. Trent Barton is a well-marketed and profitable transit system in Derbyshire, UK. Following Morgan's remarkable presentation was Jarl Eliassen, Managing Director of Trafikanten AS in Oslo, Norway who shared his direct plan on how to offer innovative public transit services and integrate a commuter belt.

The final evening of the event culminated with the gala dinner and included entertainment by colorful performers carrying flags from the various countries represented by the guests in attendance. Fire dancers heated up the stage with their inspiring



> **Acrobats entertain** with impressive routines during the gala event.

acrobatic feats. The evening theme centered around the Olympic Games. After a delicious dinner, guests were invited to compete in various sporting events which included curling, golf, basketball, handball and soccer. The air was charged with fun and friendly competition as each team strove for the gold. In the end, 30 players from the three finalist teams took home bronze, silver and gold medals.

The next User Group Meeting will be held in Virginia Beach, VA to celebrate INIT-VA's 10 years of business in North America. For more information, look for details in the next edition of the INITiative, or contact Ann Derby at aderby@initusa.com.



> **Fire dancers captivate** the audience with their twirling fire batons.

offered showcasing INIT products and details of their superior functionality and operability.

On the second day of the 25th Anniversary celebration, guests were given options for various technical tours including a site visit to the new INIT building where guests were able to log on to a live ITCs system. Other participants opted to visit the new Karlsruhe transit system depot. Later in the day, a colloquium was held with



> **Festivities included** guests from all over the world competing in Olympic style games.

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INIT wins contract in Everett, Washington.

Community Transit partners with INIT to equip entire fleet with ITS technology.



> Community Transit services the greater Seattle Metropolitan area.

Community Transit in Everett, Washington has partnered with INIT through a 10.4 million dollar contract to equip 337 Fixed Route vehicles and 55 Paratransit vehicles with INIT's Java based CAD/AVL software. Community Transit operates 64 bus routes and serves more than 2,100 stops, including 20 park and ride lots. By utilizing INIT's

ITS technology, CT will optimize operations and enhance customer satisfaction. Products being installed on the fleet will include INIT's on-board computer, **COPILOTtouch**, along with next stop announcements, automatic passenger counting, statistics software for reporting, wireless LAN and real-time passenger information.

The project will be implemented along with an upgrade to a digital 700 MHz radio system including infrastructure and mobile units. In addition, INIT will provide Community Transit interfaces to the destination signs, traffic signal priority system, fare boxes and Paratransit Scheduling Software. INIT's state-of-the-art technology will support Community Transit's daily operations and provide powerful tools to help manage their vehicle fleet. The project began April 2008 and will be completed in the spring of 2010.

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INIT wins contract in Dublin, Ireland.

From Dubai to Dublin: INIT brings ITS solutions to the world's major cities.

INIT scored yet another key European business with Dublin Bus, one of the largest transportation providers in Ireland. Under the recently signed contract, INIT will provide Dublin Bus with their advanced CAD/AVL system, **MOBILE-ITCS**. The Intermodal Transport Control System will be installed on 1,200 buses along with INIT's on-board computer, the **COPILOTpc** as well as WLAN routers and the operating unit **PRESSit**.

The contract is the first for INIT in Ireland and encompasses a multi operator Real-time Passenger

Information system including nearly 1,000 passenger information displays (**PIDstation**), integrated statistical analysis software (**MOBILEstatistics**), reporting software (**MOBILEreports**) and an intranet solution that allows roadside inspectors to display in real-time data on portable units.

Dublin Bus intends to use the INIT solution to optimize its operations, improve the efficiency of vehicle management and reduce its operational costs.



> Dublin Bus operates several double decker buses in their fleet.

INIT Welcomes New Employees. The INIT family continues to grow.



Bridgette Holzapfel
Director of Business
Development, Southeast Region



Christopher Davis
IT Intern



Jennifer Whitney
Marketing Administrative
Intern



Jessica Johns
Purchasing Clerk



Ricky Honya
Field Service Technician



Jim Gibbs
Senior Technician

Interesting

September 8-9, 2008 "ITCS Working Group Meeting" in Rock Island, IL
 October 5-8, 2008 "APTA Annual Meeting & Expo" in San Diego, CA
 2009 (Date to be announced) "INIT-VA 10th Anniversary" in Virginia Beach, VA

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