



EMPOWERING RIDERS WITH  
**REAL-TIME  
INFORMATION**

Real-Time Passenger Information Solutions

---

# ENHANCING YOUR RIDER EXPERIENCE

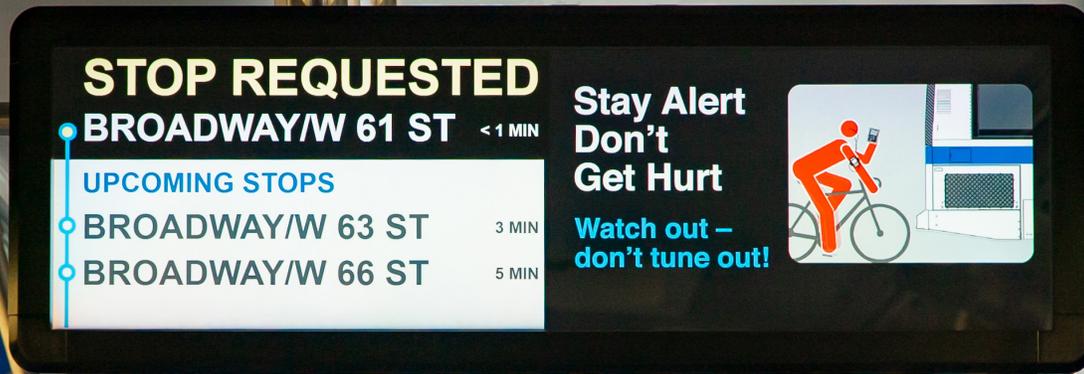
In a world where information is just a click away, public transportation customers demand that you provide them with information to help them plan their journey and manage their time. When other transit options are on the table, and increasingly start looking more attractive to potential riders, your ability to provide accurate real-time passenger information is critical if your agency intends to compete for their attention and fares.

One of the biggest complaints that agencies hear from passengers is about the reliability of transit service and their inability to plan their ride around the available schedule information. When vehicles don't show up according to the published timetable, whether due to a cancellation, delay or service change, riders deserve to know so they can adjust accordingly.

We can't prevent every service disruption— but our real-time prediction engine, mobile and desktop apps, and digital signage give riders the tools they need to minimize wait times and enjoy a smoother, more reliable transit experience.

A reliable public transportation system, built with the needs of customers at its core, not only increases ridership but develops advocates out of its ridership.





# CONNECTED SOLUTIONS FOR A BETTER PASSENGER EXPERIENCE

Our connected passenger information solutions are designed to unify the passenger experience across your system and provide up-to-date, real-time information no matter where riders are accessing their schedule.

## **BusTime & TAPS: Multi-Modal RTPI**

BusTime (for Fixed Route) and TAPS (for Rail) powered by our Real-Time Arrival Prediction system, allow your agency to provide real-time updates on vehicle arrival times, service disruptions, delays, and emergencies. Utilizing GPS technology and scheduling data, BusTime and TAPS accurately predict vehicle arrivals for specific stops and routes. This information can be shared with passengers via onboard and station signage, audio announcements, mobile apps, social media, and other communication channels.

## **CleverVision Onboard Digital Signage**

CleverVision, our onboard LCD digital signage and infotainment solution, delivers a fully immersive customer experience that enables you to engage with riders throughout their entire journey. Purpose-built, vandal-proof HD resolution screens provide real-time arrival predictions, infotainment content, public service announcements, and even hyper-local advertisements. The powerful cloud-based content management system (CMS) lets you easily configure and schedule static and dynamic messages and media programming to deliver the highest quality content.

## **Wayside Signage**

Clever Devices offers wayside signage for a variety of installation locations and environments. Our LED and LCD signs are strategically selected from best in class vendors in order to effectively communicate timely information to riders, directly integrating with your Clever Devices RTPI information feed.

Configure your wayside signs with a familiar chirp to notify visually impaired passengers of the existence of a sign and guide them to the location of a button to push to get audio information about route and arrival details.

## **Automated Voice Annunciation (AVA)**

Navigating public transportation can be challenging for riders with disabilities. AVA, our automated voice annunciation solution, automates passenger announcements and syncs with LED signage to keep riders informed. AVA ensures that passengers with visual disabilities know when it's time to exit the vehicle and how long they have until their stop, making public transit a more accessible and safe option for all.

# HOW CLEVER RTPI **BENEFITS RIDERS**

Clever Devices' Real-Time Passenger Information solutions are designed with the rider at the core, delivering timely, accurate, and accessible updates that transform the transit experience. Happy riders become more than just frequent users of your system, but also your biggest evangelists to friends, coworkers and family.

- **Reliable Transit Makes for Easier Rides:**

Riders need to have access to up-to-date real-time information if they are going to utilize public transportation to get them to work, school or appointments on time. Part of supplying a reliable service is ensuring that schedule changes, delays and detours are properly communicated.

- **Every Rider Deserves**

**Accessibility:** CleverCAD plays a vital role in making public transit more accessible for riders with disabilities by powering digital signage that delivers clear, real-time information systemwide. By continuously tracking vehicle locations and service status, CleverCAD ensures that CleverVision digital signs display accurate arrival times, detour updates, and service alerts. This timely, reliable information supports all riders, including those with visual, auditory, or cognitive disabilities, by helping them plan their trips more confidently and navigate the system with greater ease and independence.

- **In Transit We Trust:** When riders know the information they see onboard, in apps, and on station signage is accurate and up to date, they can plan their journeys with confidence, trusting your agency to support them from stop to destination. And satisfied riders don't just come back, they become advocates, recommending your service to friends, family, and neighbors.

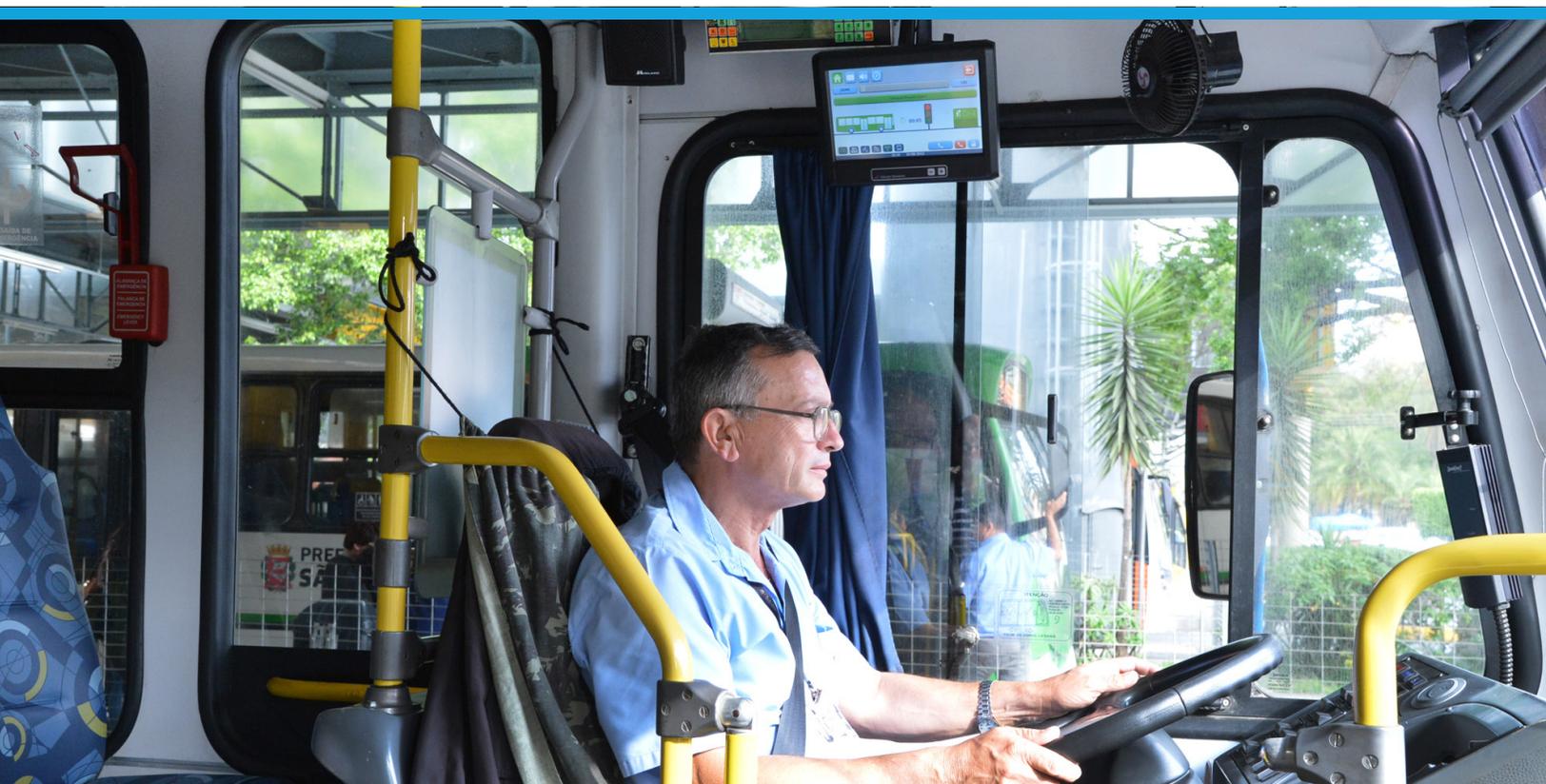
- **Onboard Engagement:** Not only can digital signage keep your riders informed, but it can also keep them entertained. Leverage digital signage for important community announcements, relevant offers from local businesses using geofencing, and important agency PSAs.



# AGENCY BENEFITS OF **CLEVER RTPI**

Clever Devices' Real-Time Passenger Information solutions don't just enhance the rider experience, they also deliver powerful operational advantages for your agency, helping you to operate more efficiently, build rider trust, and strengthen brand presence.

- **Unified Communications:** CleverCAD, Disruption Management, BusTime/TAPS, CleverVision, Wayside Signage, and GTFS-RT work together to seamlessly unify the flow of data and ensure that your passengers have access to the same schedule, no matter where they look.
- **Brand Trust:** Improve the trust your riders have in your agency by communicating in a transparent way. Leverage digital signage for marketing opportunities, important PSAs, and hyper-local advertising, furthering your agency's brand and the trust your riders place in you.
- **Lessen Distracted Driving:** With automated and synced onboard announcements powered by CleverCAD and AVA, operators can focus on safely operating their vehicle and eliminate the need to multi-task announcing upcoming stops.
- **Data-Driven Insights:** Integrated dashboards and tools, like CleverVision Real-Time Status, provide your agency with invaluable insights into the status of your digital signs.
- **ADA Compliance:** Ensure that your agency is providing an accessible onboard experience for every rider, especially those with visual and auditory impairments.



# AGENCY SUCCESS STORIES



## Enhancing Multi-Modal RTPI for Pittsburgh Regional Transit

To meet growing rider demand for accurate, real-time arrival information, Pittsburgh Regional Transit (PRT) expanded its partnership with Clever Devices to enhance its existing system. By implementing integrated real-time solutions across both bus and rail services, PRT now provides passengers with consistent, up-to-the-minute updates on arrivals, delays, disruptions, and public service announcements. This unified communication approach enables seamless multimodal trip planning, improves the reliability of the rider experience, and strengthens public perception of the agency. With a cohesive and accessible information system in place, PRT not only keeps passengers informed but also encourages greater use of its full range of transit options.

## Revitalizing Service at the University of Michigan for Riders and Operators

Seeking a more reliable and rider-focused system, the University of Michigan turned to Clever Devices for a fully integrated ITS solution, emphasizing the importance of real-time passenger information. With the implementation of BusTime, students and staff now have access to accurate, real-time arrival predictions and service alerts via mobile devices and web browsers—empowering them to plan their trips with confidence. Meanwhile, automated announcements and synchronized signage have streamlined operations for drivers, reducing distractions and improving service reliability. The result is a smarter, more connected transit experience for over 8 million annual riders.

