



City of Peterborough

Media Release

FOR IMMEDIATE RELEASE

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Peterborough, ON --

Peterborough Transit Celebrates Infotainment Technology Platform Project

The City of Peterborough joined Strategic Mapping Inc. and their partners, Trent University and the Downtown Business Improvement Association today to celebrate the successful deployment and testing of Strategic Mapping's Transit On-Board Infotainment Platform "TOBI" on Peterborough Transit's Trent Express Bus Route.

"This was a great opportunity to explore how technology can enhance Peterborough Transit riders' experience," remarked Councillor Don Vassiliadis, Chair of Transportation. Strategic Mapping has been a long-standing transit technology vendor to Peterborough Transit, providing software and hardware that enables the city's "automated next stop announcement system" on city buses. Their new transit on-board infotainment technology platform, "TOBI," was provided free of charge to the city during the pilot period and installed on a Trent Express bus in August, 2016. The technology runs static and video content provided by the City of Peterborough, Trent University and local businesses; along with a news feed provided by the Peterborough Examiner to inform, entertain and reward local transit riders.

Strategic Mapping, along with their advertising agency mentorship partner, TrackDDB, engaged students in the School of Business at Trent University to help contribute to the project. As part of an Advertising class, students were paired up with local businesses through the DBIA to collaborate and create unique digital advertisements which were launched on TOBI in December 2016.

"Through business and community partnerships, creativity and cutting-edge technology, we brought real life into the classroom and students produced excellent results," said Cammie Jaquays, instructor in the School of Business at Trent. "With innovative ideas and perseverance, students created ads that truly reflected the community businesses they represented. This uniquely experiential endeavor was great for our students and a project they will always remember. All partners and businesses were wonderfully supportive of my students and this reflects the strong relationship Trent University has with the Peterborough business community."

In January, 2017 Strategic Mapping also launched a \$100 Text-To-Win Contest on behalf of Peterborough DBIA & Lansdowne Place. Monthly \$100 prizes will be awarded to participating transit riders for the remainder of pilot period, which ends on March 31st, 2017.

"It's important that we continue to connect Trent students with local downtown business owners as a way to foster innovation and create lasting partnerships," says DBIA Executive Director Terry Guiel. "The Text-To-Win Contest is a great way to engage transit riders and encourage more local shopping."

"We love contests as much as the next person," said Emily Dart, Marketing Director of Lansdowne Place "which is why Lansdowne Place was delighted to be a part of Strategic Mapping's Text-to-Win Contest! As part of the contest, we will be providing one lucky winner each month, until March 31st, with a \$100 Lansdowne Place gift card that can be used at nearly 100 stores and services within the mall. We wish all participants the best of luck and thank you for entering!"

"We are incredibly proud of the tremendous local partnership that was developed to road test TOBI," said Bram Granovsky, President & CEO of Strategic Mapping Inc. "Our sincere thanks to the City of Peterborough, Peterborough Transit staff, Trent University, TrackDDB, the DBIA and Lansdowne Place, for partnering with us and providing a win-win-win opportunity for everyone involved in this truly unique partnership."

This information is available on the City's website www.peterborough.ca.

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