



MEDIA RELEASE

Transdev's GoMobile App Adds Real-Time Bus Arrival Feature for NICE Riders

October 1, 2015 – Nassau County (Long Island) NY – The Nassau Inter-County Express (NICE) bus and paratransit system, managed and operated by Transdev, has enhanced its GoMobile smartphone transit application. The app now provides real-time bus arrival information in addition to its existing mobile ticketing and trip planning features.

Launched in June of 2014, the GoMobile application has now been downloaded by more than 30,000 customers. "Go Mobile was the first bus-only, mobile ticketing application in the U.S., and now it also gives our customers real time bus arrival info," said Michael Setzer, CEO of NICE. "The real-time information automatically displays all the closest routes and arrival times on an easy-to-read digital map."

In addition to providing real-time information on NICE bus arrivals within Nassau County, the popular GoMobile now offers real-time information for arrivals of all modes of transit in the greater NY area. This is very important to the 100,000 daily NICE bus passengers, many of who commute to and from New York City, and connect to the city's subway and bus system.

The app also enables passengers to purchase tickets in seconds, anytime and anywhere. In addition to now knowing the actual arrival time of a NICE bus, customers can easily find out about delays, view possible routes and schedules, plan a trip, and see the time needed to walk to a bus stop. Various icons within the app help customers to save and display favorite routes, and set reminder alarms for future bus departures.

GoMobile's mobile ticketing functionality is powered by Masabi, and provides an end-to-end mobile ticketing and fare collection system for passengers. The real-time arrival notification function is powered by Transit App and is linked directly from the GoMobile app. GoMobile is available for both Android and IOS as a free download. Bus arrival information is also available at www.nicebus.com.

NICE is a public-private operating partnership between Nassau County and Transdev. Transdev manages all aspects of the transit system under contract to the county, effectively serving as the transit agency. NICE serves almost 100,000 riders daily with a fleet of 300 fixed route buses and 95 paratransit vehicles.

Transdev is the largest private-sector operator of multiple modes of transit in North America, including bus, rail, streetcar, paratransit, shuttle, and sedan and taxi services. Globally, Transdev operates public transportation in 20 countries.

#

Media Contacts:

Mitun Seguin: 240.485.2117 (o) 301.674.3733 (m)
Mitun.Seguin@transdev.com

Jasamyn Roberts: 240.485.2132 (o)
Jasamyn.Roberts@transdev.com