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Buses With TV Programming to be Displayed Thursday

- System informs passengers, can generate revenue

(April 21, 2004) Two Metro Buses equipped a passenger information system that features TV travel advisories, news, weather and other programming, will be on display from 8 a.m. until 3:30 p.m., Thursday, on Patsaouras Plaza.

Called OPIS, for Operations Passenger Information System, the idea is getting favorable feedback from operators and passengers on Metro Rapid Line 720. One OPIS unit also has been installed on a Metro Red Line train.

The OPIS installation on the test buses includes two 15-inch TV monitors. One is mounted above the front, curbside wheel well. The other is mounted near the rear door.

The TV system can be set for news, sports, weather, travel advisories, public safety information, Metro ads, transit information and other programming.

A contract with an outside programming contractor will generate revenue for the agency in the same way that advertising bus cards and king ads do now, says John Drayton, Vehicle Acquisition manager.

"The overriding concern is we wanted programming that will be informative and entertaining for passengers," he says. "I think this system satisfies a lot of needs."



Two 15-inch TV screens provide information and entertainment for passengers aboard the two OPIS test buses. One unit also has been installed in a Metro Red Line train car.