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New TV Monitors Will Inform, Entertain Metro Bus Riders

- Surveys show vandalism decreases

By WARREN MORSE

(May 24, 2005) You'll soon be seeing a new feature onboard Metro buses that will both entertain passengers and give them information on Metro services.

Transit TV has been contracted to install, operate and maintain two small video monitors on each bus at no cost to Metro. Fleetwide installation is scheduled to begin in June 2005 and will take about a year to complete.

The monitors will bring riders current news and sports headlines, word games, trivia questions and snippets of vintage television shows. The displays also will include rider information, a line-specific route map and advertisements.

The system has been tested in recent months on several buses at Division 10. Operators there say passengers have responded enthusiastically.

'Riders ask for it'

"Some of the riders are even asking for it, hoping to get on the TV bus," says veteran Operator Hugh Cooper. "They like it a lot."

Some of the programming will have sound. Operators will be able to adjust the volume, but are not required to do so. Automated voice announcements will override sound from the TV monitors.

Transit agencies in Orlando, Milwaukee, Chicago and Atlanta have installed similar systems in recent years.



Metro travel tips will supplement the news and information programming available on bus-mounted TV monitors.

Surveys in those markets have shown that the vast majority of riders -
- more than 80 percent – enjoy the programming, and that vandalism
has decreased on buses outfitted with the monitors.

Metro incurs no cost for the system, and may even profit from it.
Transit TV is paying 100 percent of the equipment, installation and
operating costs, and will pay Metro a percentage of the advertising
revenues.

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