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## Resources

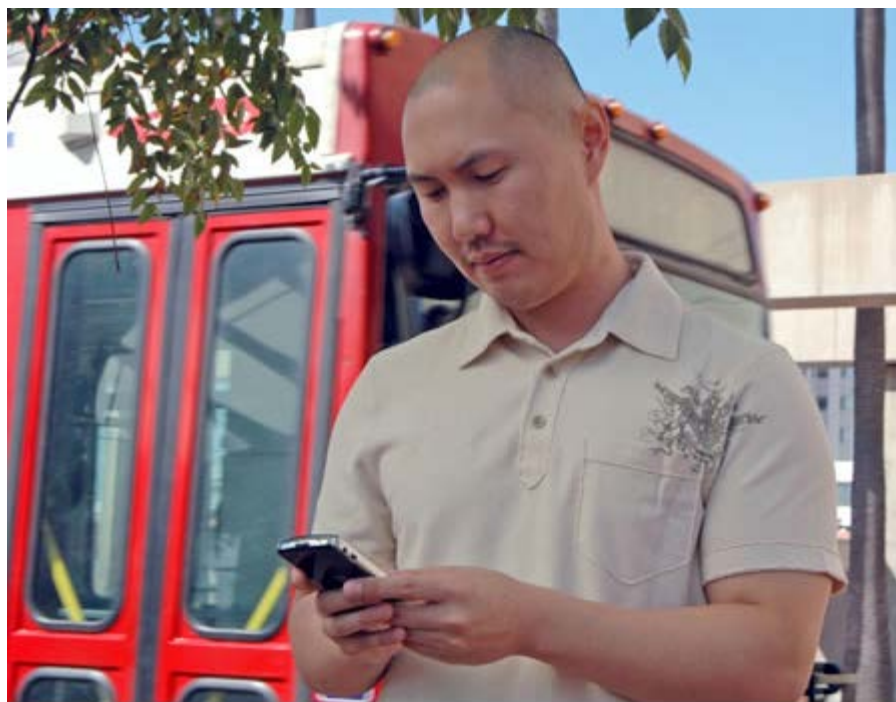
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## Need e-Help?

Call the Help Desk  
at 2-4357

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Kevin Woo, assistant webmaster, checks the Metro bus schedule by connecting to the metro.net/mobile website. Tailored for web-enabled devices, metro.net/mobile has fewer graphics than metro.net but features quick downloads and uses little bandwidth capacity.

## Metro.net/Mobile, Tailored for Hand-Held Devices, Debuts Oct. 5

- Focused site offers key info, fast downloads

By NED RACINE

(Oct. 3, 2007) Beginning Friday, Oct. 5, a little offspring of www.metro.net will bring essential information to the growing number of commuters who carry hand-held electronic devices.

For those travelers, www.metro.net/mobile will provide Metro's Trip Planner, fare information, maps of the Metro System and a wealth of rider information tailored to their small screens and slower internet access.

"What we're providing is a very focused version of Metro.net," said Kevin Woo, assistant webmaster. "You will have access to maps and all the necessary information when you're out on our system."

To reach those riders, Woo tweaked the new site to function on a variety of web-enabled devices. Consequently, Woo estimates that www.metro.net/mobile will run on approximately 90 percent of current hand-held devices, all but the most basic machines.

Woo, a Metro employee since 2002, defines those devices as "really

basic black-and-white phones that have only nine lines of text.”

### **Information quick**

To accommodate the devices’ small screens and limited controls, the new site quickly leads visitors to information.

“Because of the limitations of the devices, you’re not able to easily jump back and forth on the web pages, so we built in a pathway for users,” Woo explained. “In doing that, we had to really look at the metro.net site and see what was the most important stuff.”

One of Woo’s target audiences is new arrivals to Los Angeles, people who “may not have access to a computer wherever they are staying; they can now find information with their cell phone.”

As an owner of a web-enabled device, Woo understood some visitors would be paying for every minute they spend on [www.metro.net/mobile](http://www.metro.net/mobile), so he optimized the site to download quickly and use little bandwidth.

“I have a data plan and I wouldn’t want to download a picture that I really don’t care about,” Woo said. “I think for the majority of riders and people who will be on the mobile site they’re going to want a site that is fast and has information that they need.”

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