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FOR IMMEDIATE RELEASE

Cerebral Cortex Coaches Coming!

MASTERMINDS OF MOTOROLA CREATING BRAINY METRO BUSES

Within three years, the Metro Bus fleet will be transformed into a motor pool of highly intelligent, quick-thinking coaches capable of spewing forth a steady stream of real-time information to emergency personnel and planners, which will lead to more efficient service and a safer environment for operators and customers alike.

Motorola has been assigned the task of overseeing the installation of an integrated wireless communications system called the Advanced Transportation Management System (ATMS) aboard each MTA Metro Bus.

The components will allow:

- *(Voice and Data Radio System)* bus operators to communicate much more quickly with MTA dispatchers and receive faster roadside assistance by having the option of using a voice or data radio. The latter tool includes a driver control module with numerical keys representing numerous categories of emergencies.
- *(Automatic Vehicle Locator)* MTA dispatchers and law enforcement officials to be guided to the exact location of a bus in distress with the aid of global positioning satellites. Locations will be displayed on dispatch center monitors.
- *(Automatic Passenger Counter)* MTA planners to make immediate short- and long-term service adjustments by analyzing information about passengers loads and ridership patterns recorded by on board infrared beam sensors that is relayed to an on board processor

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and then downloaded at day's end.

- *(Video Surveillance System)* bus operators to see activity on exterior of bus by looking at an on board monitor which shows live images transmitted by outside cameras. A hard drive stores 72 hours of images, including those of inside cameras, until downloaded on a central processor.
- *(Computer Aided Dispatch)* an immediate priority response to any type of emergency on board an MTA bus, streamlined data collection and faster construction and update of input database.
- MTA is also evaluating an option to install a *Voice Annunciation System and Vehicle Health Monitoring System*.
- The *Voice Annunciation System*, which global positioning satellites would trigger, activates bilingual, computerized voices that greet customers and announce all stops and make safety messages. Currently, bus operators verbally announce major streets along a fixed route.
- *The Vehicle Health Monitoring System* will allow mechanics to perform much better preventive maintenance and reduce MTA costs by reviewing engine report cards generated by a separate on board computer, also downloaded at day's end.

"The Advanced Transportation Management System will provide MTA with a sophisticated new 21st century tool to help operate and manage the bus fleet," said MTA Deputy CEO John Catoe.

"ATMS offers the potential for MTA to realize service improvements, increased efficiency, reduced operating costs and enhanced safety by providing the Agency with more comprehensive, accurate and detailed data for routine analysis," continued Catoe.

Motorola was awarded a \$72 million contract by the MTA Board in November, and will be responsible for installation and overseeing the start-up and testing as well as managing the system.

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Motorola, also referred to as the prime ATMS System Integrator in industry lexicon, has teamed with Orbital Science Corp. as the sub-contractor. MTA, in conjunction with TM TechSystems Inc, has developed the technical specification, which details the implementation approach.

"LACMTA has designed one of the most advanced transportation management systems in the world," said Rick Neal, Motorola vice president and general manager, western division of the North America Group.

"Motorola has implemented many of the largest and most complex communication systems that exist today.

"We welcome the opportunity to work with LACMTA to provide communications and management tools that will increase the efficiency of the system and enhance service to the public. Motorola has teamed with outstanding companies, including Orbital Transportation Management Systems, to offer LACMTA a combination of proven products and expert project management."

MTA will become the first transit agency in the United States to sport such a comprehensive fleet of "Smart Buses" (another name for ATMS). These buses will begin traversing the streets and highways of LA County within three years, about the same time MTA is unveiling its new "Universal Fare System" (UFS) featuring "Smart Cards." The plastic, wallet-sized Smart Cards, embedded with computer chips, will interface with MTA's ATMS and could eventually eliminate the need for cash, tokens and coins as the method of payment in a seamless public transit system.

"The overall mission of the MTA bus system is to ensure Los Angeles bus riders a safe, efficient mode of transportation throughout the greater Los Angeles region," Catoe said. "To accomplish this mission into the 21st century, ATMS must provide a reliable, flexible and expandable communication service to meet the needs of controllers, bus operators, road supervisors, riders and management."