

Introducing
TOBI™

Transit On-Board Infotainment
Inform. Engage. Reward.

TRANSIT
INFOTAINMENT

STOP REQUESTED
UTICA AV/WINTHROP ST

UPCOMING STOPS

UTICA AV/EMPIRE BL
UTICA AV/EASTERN PY

B46-SBS
Kings Plaza - Williamsburg

**Keep The
Sound Down**

Keep the music, games
and phone conversation
to yourself please.



Options of single or dual-sided

THE ON-BOARD EXPERIENCE

Strategic Mapping's **TOBI™** allows your agency to transform your riders' experience into informative and entertaining journeys while increasing revenue. **TOBI™** delivers high-resolution content and real-time passenger information on digital displays on-board the bus.

FEATURES

- ✓ Next stop and transfer information
- ✓ Predicted arrivals
- ✓ Service messages and alerts
- ✓ Map view of routes and stops
- ✓ Location-based advertising
- ✓ Interactive text messaging (SMS) rewards
- ✓ Mobile device infotainment
- ✓ Web-based content management system

strategic
mapping inc.

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