

# Mobility companions



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# The expertise of a partner **attuned to the needs of local communities and passengers**



As the trusted partner for local authorities, our objective is to offer innovative, reliable mobility solutions, combining operational performance excellence with a sense of public interest. Solutions that contribute to quality of life and the harmonious development of regions, customized to respond to specific local conditions. Solutions that meet the needs of all and provide the high quality of service expected by travelers. Solutions for public transportation that ensure mobility for people -- today and tomorrow.

Attuned to the individual expectations of customers and passengers and the changing needs of communities, Transdev teams engage with our local partners on a daily basis. Our international profile and the diversity of our professions enable us to conceive the most innovative responses to keep our passengers connected when they're on the move, with simple and seamless mobility. Designing the solutions that we deliver to each traveler we serve is our inspiration. Mobility inspired by you.



Jean-Marc Janaillac  
Chief Executive Officer, Transdev

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# Mobility Companions

In a 21<sup>st</sup> century synonymous with unlimited choices and the absolute requirement of immediacy, customers today expect to be considered as individuals and to have access to an array of tools and personalized solutions. The combination of these two facts presents a major opportunity to increase the attractiveness of public transportation by delivering individually customized, up-to-date and useful information.

A study conducted in Boston and San Francisco\* shows that people are more likely to take a bus or metro if they can travel efficiently and with no disruptions. Eighteen people gave the experience a try for a week. The relative loss of independence of giving up their car keys was largely offset by the information they received via their smartphones before, during and “around” their journey.

For each traveler, whether regular or occasional, maintaining complete freedom of choice remains a priority. To help, Transdev offers the traveler a range of solutions, not only to guide their decision before travelling, but also to provide information at any time during the journey to reduce uncertainties.

Between on board and platform displays and the wayfinding signage at connecting hubs, today’s multimodal systems are now integrating geolocation, real time and even predictive information. They provide all the information and services needed to organize daily journeys, door to door and between transportation modes...including walking!

Accessible via call centers or on the Internet, these intelligent transit hubs deliver “one-stop mobility shops” expected by today’s traveler. A growing share of transportation intelligence is now being transferred to the consumer. Using the latest generation media, travelers can define their trip by details available at their fingertips, including schedules, travel times, distance and CO<sub>2</sub> emissions.

**These mobility companions are among the services offered by Transdev, which seeks to make the time spent on public transportation useful, fun and enjoyable.**



*\*source: article published in Wired by K. Barry*



# Good reasons to choose **Transdev**



## CONTINUOUS INFORMATION

### ***Anywhere, any time, for everyone***

Transdev is ever-present:

- > Through its many 24/7 customer contact centers in more than six countries,
- > With new tools such as Next Tram (Hong Kong), providing schedules and destinations for the next arrival, simply by reading QR codes at each station. Our employees are also increasingly connected through mobile technologies that enable them to inform passengers more efficiently.

In Boston, the MBTA commuter trains network has developed the “Conductor’s Companion,” an application that allows onboard staff to follow the status of all trains in real time on their smartphone connected to the dispatch/traffic control center. Following a successful pilot phase, and with support from the Federal Railway Administration, wide-scale deployment is underway.

## PROJECT MANAGEMENT

### ***Multidisciplinary expertise***

The design and deployment of new traveler tools require a multitude of skills. Our teams and specialized subsidiaries address prerequisites and constraints, from project phase to operations. With their project management skills, they leverage technological advances and find the right solutions to meet customer expectations. Early identification of traveler needs, quality of information provided and variety of distribution channels are given special attention.

## INVENTING TOMORROW

### ***Generating and testing***

The deployment of new services suited to traveler lifestyles requires qualitative surveys – using ethnographic techniques – as well as developing quantitative investigation using “beta tester” panels. This approach is also a significant source of ideas for designing tomorrow’s services. Through its “Innovations Portfolio,” Transdev accesses innovative practices from its networks that can be transferred to others. This way of introducing new solutions is the best guarantee that innovations will be widely adopted.

## BREAKING DOWN BARRIERS

### ***Adapting to the pace of mobility***

By providing personalized information, we seek to empower travelers to be more independent during the journey. Transdev can assist in consolidating personal data and make real time information available throughout and beyond the local transit system. For example, the inhabitants of the Alsace region benefit from a single platform delivering integrated and consolidated mobility data, instead of the 10 separate sources of information that existed previously. In the Netherlands, more than 400,000 travelers each week use a Connexxion-developed smartphone application that provides national coverage.

## LEADING THE WAY

### ***Pioneering initiatives***

The Smarter Mobility partnership, signed with IBM in December 2011, opened a new approach to intermodal integration with real time and predictive information: travelers can plan their journey using the urban navigation assistant. Operators and authorities are given a solution to optimize infrastructure capacity and improve traffic flow. At last, mobility is orchestrated to ensure performance and quality of life.

## MEETING THE REQUIREMENTS OF INFINITE CHOICE

### ***Multimodal, Multiservice, Multimedia***

For Transdev, the future is now. With the changes to the urban environment and the means to travel, transportation services must be continuously adapted with static and dynamic data. Traveler information also plays a crucial role in this balance: it must be visible, synchronized and accessible. The multimodal information system set up in September 2013 by Cityway for the PACA region responds to these requirements: a single portal consolidates information on a regional scale to provide multimodal mobility services. The result for the traveler: a user-friendly, connected and personalized experience.



## ACCELERATING INNOVATION

### ***"Augmented" mobility***

As the pace of technological evolution accelerates, speed to market is critical. All Transdev-designed solutions are tested and deployed as quickly as possible. The company's size allows it to select pilot sites in partnership with communities and learn through experience before broadly rolling out new technologies. The MonGroom experiment, conducted by the SMTC, the City of Grenoble and the Office of Tourism, leveraged Transdev's and Semitag's experience, in making services available through smartphones and NFC technology. It is meant to facilitate daily life and travel.

## INSPIRED BY THE BEST

### ***Ideas from elsewhere***

Transdev explores advanced sectors such as the airline industry, financial services and telecommunications to respond to the increasing use of smartphones and the expectation of always being connected. Clients and employees are provided with high performance devices for new professional usage. Ongoing multi-sector monitoring has enabled Transdev to also modernize customer contact centers and deploy new passenger information and online sales functions.

## ENTERING THE 2.0 WORLD

### ***Developing its audience***

In 2013, 34% of connections to the Internet with a smartphone take place in public transportation and 90% of social media users say they want to receive real time information during their journeys. In this fast growing world, Facebook exceeded one billion registered users in 2012, 175 million tweets were published and 135 million users are active on Google+. For transit networks, social media has become a key channel of information, conversation, interaction and creative cooperation with travelers. Transdev's strong international presence offers a tremendous source of good practices – as much as a laboratory – that can take practical advantage of perspectives from social media communities.

# SmartMoov', a multi-talented companion: multimodal, real time and predictive

**SmartMoov', one of three pilots in the Optimod'Lyon project, is the first mobility application in the world to integrate travel time, real time and predictive calculations for up to one hour. Deployment is planned in early 2014. Optimod'Lyon is an innovation project coordinated by Greater Lyon and co-financed by ADEME, three research centers and eight private companies, including Cityway (a subsidiary of Transdev).**

Optimod'Lyon integrates all travel data of people and goods mobility in the Lyon metropolitan area, on a single real time platform. These data are made available for the development of high-level software. The project objectives are providing users (travelers and urban logistics managers) with sufficient information to act as an incentive to change travel patterns and for operators to maximize the use of their network and their vehicle fleets. The project also seeks to strengthen local and national efforts in the field of intelligent mobility and build innovative economic models, independent of public financing.

## SmartMoov', the personal navigation assistant in the city

Based on this platform, SmartMoov' is an Android application that allows anyone at any time to optimize their route based on their personal travel preferences. SmartMoov' combines all existing transportation services, including public transit, regional rail, car, parking, walking and biking. SmartMoov' takes into account not only the state of traffic in real time for its calculations but also the history of traffic and predictable evolutions over the following hour. While traveling, the customer is notified of potential disruptions and, if necessary, alternative routes that can help in making the right choice at the right time. The application includes a vocal function. A real urban GPS, SmartMoov' accompanies

people on their journey, demonstrating that, depending on the time and destination, the car is not always the most efficient means of transportation – and is never the most economical.

## Smarter Mobility serving Transit Authorities

Within the Optimod'Lyon project, the trip calculator and Smart Moov' were developed by Cityway to integrate the predictive traffic data provided by IBM, among others.

Transdev and IBM signed a partnership in 2011 to deploy innovative mobility solutions in major international cities, combining Transdev's know-how of passenger transportation, Cityway's expertise in mobility information technology solutions and IBM's capabilities for managing large volumes of data. On the scale of a metropolitan area, Smarter Mobility creates a level of integration and intelligence beyond existing information systems. Smarter Mobility provides access to real time indicators of overall performance that provide an overview of transportation and facilitates coordination.

Smarter Mobility thus supports the ambition of many urban areas to reduce congestion, improve citizen satisfaction and optimize the investment of local authorities in transportation infrastructure.



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*Our vision:*

*Inventing new mobility solutions for the good of our planet, the sustainable growth of cities and regions and the quality of life of our passengers* ”





Corporate Marketing department  
Corporate Communications department

[www.transdev.net](http://www.transdev.net)



# Valence – FRANCE

Freedom to move



## CONTRACT FACTS

Citéa Network

### TRANSIT AUTHORITY

Syndicat mixte Valence  
Romans Déplacements  
(VRD)

### OPERATOR

Citébus des Deux-Rives  
– Transdev subsidiary

### ACTIVITIES MANAGED

Operating the Citéa  
network  
Operation of  
multimodal Transit Hub  
in Romans and Libelo  
Service  
(self-service and long  
term bike rental)  
The Citéa network  
is part of OûRA!  
the multimodal and  
interoperable ticketing  
system in the Rhone-  
Alpes region.

## KEY FIGURES

### POPULATION SERVED

220,000 inhabitants

### SERVICE AREA

39 cities

### RIDERSHIP

40,000 passengers/day  
10.2 million trips in 2012

## Context

Continuously provide more services to travelers: the Citéa network needs to go further through today's new technologies.

Offer different complementary services, serving as "true" mobility companions.

Respond to the passengers expectations to inform, interact and move seamlessly through the 39 municipalities served by the Citéa network.

## Transdev's answer

### "At your service!"

Théa, the intelligent virtual agent, welcomes visitors to the website and answers all of their questions. The personalized relationship with the customer enables direct access to desired information:

- > recommended network lines and itineraries;
- > schedules;
- > useful information for choosing the most time-efficient journey.

### A mobile App for a simpler journey

Linked to the services offered by Citéa on its website, the smartphone App deployed in 2010 is now available in the 39 communities of Citéa's service area to:

- > geolocate, plan and adapt an itinerary, as needed;
- > view the latest traffic information and avoid disruptions;
- > ensure connections and locate the nearest stop using GPS.

## Objectives

- > Maintain positive ridership growth.
- > Provide quality service, accompanying customers to the end of their journey.
- > Multiply the means of communication and interaction with passengers, whether traditional or innovative.

### A customer contact center

Customer service representatives trained in welcoming and serving customers provide real time information on the state of traffic and make transportation on demand reservations.

### Staying informed at all times

All vehicles in the Valence area are equipped with embedded video screens that display real time journey information, the itinerary and the next stops. They also broadcast information on local events, news and weather bulletins.

### A presence on social media

Citéa has a number of social media initiatives that enable a true dialogue with passengers and stakeholders. The customer service staff manages a Facebook page to maintain a friendly conversation with travelers, providing practical information, tips and tricks to make travel easier.

## RESULTS

- > Nearly 1,000 fans on Facebook
- > Over 500 downloads of the smartphone App per month
- > 3.5 million additional trips since January 2008
- > 92% of customers that had used Théa were satisfied with the answers provided



## CONTRACT FACTS

### SERVICES

Since the creation of the first web portal in 2000, online bookings and ticket purchases have been added as well as e-tickets and self-printable tickets.

### SERVICE AREA

All winter resorts in the departments of Savoie and Haute-Savoie with departures from Moûtiers, Bourg-Saint-Maurice, Albertville, Thonon-les-Bains, Annecy coach stations, and from the airports of Lyon Saint-Exupéry, Geneva, Chambéry.

## KEY FIGURES

1 Customer Contact Center is open 6 days per week  
1 portal: Altibus.com  
1 regional portal (mobisavoie.fr)  
2 mobile Apps  
42 connected operator sites  
22 connected commercial partner sites, including tourist offices

## Context

Access to resorts is a key issue for the economy of mountainous regions like the Alps. It involves serving national and international tourists who want to be assured of their transfer to the Alpine resorts. Since 2000, Altibus.com was introduced as the best, easiest and safest way to improve upstream passenger information, enhancing existing public transportation systems.

## Transdev's answer

### A single ticket window

For over 10 years, Altibus has brought together the majority of transportation providers in the Alps, including 20 companies associated with the General Council of Savoie and the Rhone-Alpes Regional Council. By offering the possibility to book coach tickets online to the major ski resorts in the Alps, Altibus.com became the No. 1 portal for information, reservations and purchases.

### A guide to preparing the vacation

Altibus.com offers a wide range of services to organize the holidays in complete serenity, but also allows last minute modifications, without difficulty or stress. With its fully responsive design, Altibus.com has become a compatible service with many devices

## Objectives

- > Improve tourist customer information through a single portal for all of the French Alps.
- > Provide a chain of fluid mobility from airports/rail and coach stations to winter resorts.
- > Enable online ticket reservations through flexible and virtual solutions.
- > Involve and connect a majority of transportation providers and local governments with the project.

(iPad, Android and Microsoft Surface Tablets – all types of smartphones) and allows customers to access the same service, at any place with consistent quality navigation, regardless of the device used.

To save time, and from anywhere, travelers may book a trip at the last minute, purchase transfer tickets using their smartphone, view and validate before presenting them to the driver upon boarding.

### A service in constant evolution

For the 2013-2014 winter season:

- > Altibus is offering the sale of coach and train tickets for the region of Savoie. In a single transaction, the customer can buy both tickets for Savoie ski resorts.
- > Introducing an iPhone App to further attract winter sports fans.

## RESULTS

- > 2012-2013 Season: 250,000 trips and 55,000 bookings
- > 300 e-tickets sold in a month
- > Average shopping cart value: € 52
- > 80,000 visitors
- > 60,000 e-mails



## CONTRACT FACTS

Réseau Mistral

### TRANSIT AUTHORITY

Toulon Provence Méditerranée

### OPERATOR

RMTT

### CONTRACT DURATION

7/1/2013 - 6/30/2021

### ACTIVITIES MANAGED

61 bus lines, including 18 accessible to people of limited mobility  
3 passenger ferry services  
8 courtesy phones  
39 school bus circuits  
1 night service with 10 bus lines offering access to people with limited mobility  
1 specific transportation service for people with limited mobility  
Park and Ride stations

## KEY FIGURES

12 cities served  
432,800 inhabitants

### RIDERSHIP

29 million passengers/year, 1.7 million by ferry  
12 million km/year

## Context

Toulon Provence Méditerranée has a priority to provide mobility solutions and a coherent transportation network that is well adapted and simple to access.

Innovation, digital information and real time updates are all used by the “réseau Mistral” to offer still more comfort and autonomy for travelers, whether residents or tourists.

## Transdev’s response

### Internet and mobile web to prepare, optimize and adjust the journey

The online trip calculator allows anyone to choose their personalized itinerary, estimate travel times and view proposed connections.

The mobile website is a simplified version of [reseau-mistral.com](http://reseau-mistral.com) and offers direct access to schedules in real time, journeys, maps and disruptions.

With optimized interfaces on iPhone and Android, it is now possible to check the schedule of the next bus or ferry and to calculate an itinerary or make direct contact with the “réseau Mistral”.

A diversity of accesses are proposed:

- > [reseau-mistral.com](http://reseau-mistral.com),
- > text messaging services,
- > a QR code
- > the Mistral Direct internet service.

## Objectives

- > Enrich and complement the services offered on [reseau-mistral.com](http://reseau-mistral.com).
- > Collect all relevant and necessary information to travel in a single mobile application, to meet the needs of users.

### Customized information

The status of favorite transit routes in real time (detours, alterations, schedule changes...) is available by e-mail and/or text message via a personalized space.

The customer chooses the days they wish to be informed about the state of the network and may temporarily suspend the registration during holidays.

### An active service on social media

Since 2008, the “réseau Mistral” has established a presence on Facebook, Google+ and Twitter. These new media are used to provide information on disruptions and the evolution of the transit system as well as to communicate special offers and create a close relationship with customers. By serving as forums for sharing, conversation and interaction, social media provide an additional and useful window to the world for the network.

## RESULTS

- > 105,848 visitors to the website through mobile device in 2012, compared with 9,563 in 2011
- > In total, 16,137 downloads today on smartphones since early 2013
- > Nearly 7,000 fans on social networks

# London – ENGLAND

greentomatocars

Service first, Always Connected



## CONTRACT FACTS

### SERVICES

Started in 2006 in London  
Company acquired by Transdev in 2010  
Private-hire (taxi) services in London and surrounding areas  
Business to Business service agreements with corporations  
Standard, MPV and executive service  
Electric vehicle fleet launching winter 2013

## KEY FIGURES

*1 centralized customer care and dispatch center*

### RIDERSHIP

500,000 trips per year

### VEHICLES

Over 400 hybrid and biodiesel fueled vehicles

### STAFF

75 full time staff

## Context

greentomatocars is an environmentally friendly and passenger focused alternative to London's traditional black cabs. The first of its kind when it launched in 2006 with only 4 cars, greentomatocars now has a rapidly expanding fleet of over 400 hybrid and biodiesel vehicles and a range of corporate, institutional and individual clients.

## Transdev's answer

### Choose what's best for you

Passengers can make their booking through the channel that suits them best:

- > By phone – reach a dedicated team rich in knowledge of London's streets and supported by innovative IT and dispatch systems 24 hours a day, 7 days a week,
- > By email – from the office, phone or home,
- > Online – account holders log in and complete a simple booking form with a transparent billing and purchase interface,
- > Smartphone application – the fastest-growing booking method now accounting for more than 40% of all bookings.

### A hit App

greentomatocars' iPhone application has quickly become the ideal way to book, thanks to its elegant design and ease of use. Customers can pay, check status and track the vehicle in real-time, among other features. The app now accounts for more than 40% of all bookings with iPhone monthly users over 10,000.

### A two-way street

> Listening to passengers is a major lever for delivering superior customer care. Passengers are encouraged to give feedback directly to the driver,

## Objectives

- > Provide a high quality and iconic green private-hire taxi service for London.
- > Develop long-term relationships with key clients and individual passengers through superior service.
- > Embrace technology and social media to deliver outstanding customer care at no extra cost to the passenger.

by phone, online or via Twitter, @greentomatocars (3,300+ followers).

> The Twitter feed is also used to share a passion for the environment, notify customers of new developments and even crowd-source major traffic incidents and disruptions.

### No stress, relax with greentomatocars

greentomatocars' passengers enjoy major sporting and cultural events.

To ensure the best possible service at crowded locations, instructions are made available to corporate clients and passengers about pre-arranged pick-up places and tips to avoid stress and unnecessary waits.

### Constantly connected

> Wi-Fi Internet is available in all vehicles, for free and in-car mobile phone chargers will be available Q1 2014

> In-car satellite navigation terminals are connected to the operations and dispatch center to enable real-time vehicle tracking.

> In November 2013 greentomatocars became the first minicab company to accept payment by PayPal Here in its cars – a secure chip and pin device enabling on the spot payment for customers.

## RESULTS

- > 92% of cash & card bookings are made on the Iphone App. (with +10,000 active iPhone users)
- > +19% visitors per day and +9% bounce rate in Dec 2012
- > Android app launched October 2013: 500 downloads in first week
- > 3,300+ followers on Twitter
- > Target 55% of all bookings outside the call center 2014





## CONTRACT FACTS

### SERVICE

Shared ride services serving 40 airports in the US plus international locations: France, Mexico and the UK

## KEY FIGURES

### RIDERSHIP

Over 8 million passengers/year

### CALL CENTERS

2 national call centers and regional dispatch centers located on the east and west coasts of the US

11,000 incoming telephone calls/day

### VEHICLES

over 1400 vans

### STAFF

150 full time customer service agents  
Over 200 operational/management staff

## Context

SuperShuttle started 30 years ago in Los Angeles, California and is now the leading national airport shuttle brand in the U.S. with 8 million passengers per year. It provides door-to-door shared-ride service to and from 40 airports across the United States, and also in Paris, France and Cancun, Mexico.

Since its launch SuperShuttle has been committed to providing superior customer service. Mastering technologies has been a way and a mean to achieve this ambition.

## Transdev's answer

### Easy Booking

SuperShuttle proposes a variety of convenient options

- > By telephone, a team of 150 full-time equivalent staff are available 24/7, supported by in-house training, quality processes, state of the art telephone and IT tools to ensure best-in-class service
- > Online reservations are processed and confirmations ensured in five easy steps through a simplified secure payment process, via both Internet and mobile web
- > With the free SuperShuttle application for iPhone and Android, passengers can book, modify or even cancel their trip with a few taps.
- > Reservation confirmations are sent to passengers 24 hours before a scheduled pick-up as a convenient reminder.
- > Travelers can use the "fare generator" feature of SuperShuttle.com to compare fares with other modes of travel.

### Where's my van?

A real-time GPS tracker available online or in the smartphone applications gives the exact location of the vehicle and its distance from pick-up location.

## Objectives

- > Deliver excellent customer service, easy to use, convenient, and stress-free at every stage of the passenger experience.
- > Guarantee accuracy and quality of information with on-time pickups.
- > Provide efficient ride thanks to optimized routing.
- > Manage a growing number of reservations through multiple media and contact points.

If a passenger is offline, they will receive a courtesy call to let them know their shuttle is on its way.

### On-board

Drivers are equipped with a mobile unit that assures the customer's ride is as efficient as possible. It has sophisticated mapping capabilities and connects to dispatch. The large touch screen also monitors speed and has a special emergency support button to assist drivers and passengers.

### At the airport

To book a trip, request more information or give feedback face-to-face, passengers can use one of our many airport counters and kiosks or our curbside agents equipped with pads.

### Incentives

SuperShuttle has partnerships with many leading airlines, so that passengers can book SuperShuttle on the airline's website as they are purchasing their air tickets. Customers can earn airline loyalty points and miles when they book SuperShuttle online or via mobile applications.

## RESULTS

- > Over 100 marketing partnerships with airlines, online travel agencies and tour wholesalers
- > Over 2 million online reservations/year
- > SuperShuttle application: 70 to 90 downloads per day and over 100 bookings/day
- > Booking: over half of its trips via its website, mobile site and mobile apps



# Urban Pulse

Your city, no limit

## CONTRACT FACTS

### SERVICES

Mobile application for iOS and Android

- > Up to 11 transportation modes represented
- > Calculation of intermodal itineraries
- > "Go" function associated with each point of interest
- > Customization with home and work addresses

## Challenge

The modern city offers an extraordinary choice of activities, entertainment and encounters, multiplying the needs of city dwellers to travel. However, the multitude of mobile applications necessary to organize or improvise a journey can restrain the quality of the urban experience.

## Objectives

- > Develop an application that includes all mobility options (bus, light rail, metro, car/bike-sharing, car pooling, etc.).
- > Combine these modes with all destinations and all possible needs to go out or move around, including commuting.
- > Compare each route possibilities offered by all available transportation modes through a simple and comprehensive user interface, to propose the most adapted solution.
- > Allow as many people as possible to enjoy modern city life.

## Transdev's answer

Urban Pulse is the only application combining all of a city's transportation and outings opportunities.

### The ultimate Cityguide

A mobile App for iOS and Android, Urban Pulse fully addresses the city dweller's mobility needs: selection of the destination (place or event), reservation, meeting up with friends, etc.

By choosing the destination, a multimodal itinerary can be calculated door to door and information about transit options made available: bus routes and transit schedules, availability of free-service bicycles or cars, terminals, shuttle frequency, location of parking, traffic alerts, etc. Every data or piece of information is delivered real time.

On the homepage, Urban Pulse gives a reminder of the time needed to return home via a favourite transportation solution.

### A platform open to everyone in the city

Urban Pulse collects and combines information issued from open data and numerous partners, for all activities a city can offer (transportation, shops, leisure...).

Thanks to privileged agreements and partnerships with well known publishers (e.g. FNAC, Yellow pages in France...Eventful, 8coupons, TMS, Foursquare in the US), Urban Pulse offers access to the state of the art shops and events. Users can also contribute and enrich the content by sharing their own opinion and transportation alerts (crowdsourcing).

With just a few clicks, the city dweller can choose their outing and get to the desired location.

### A universal application

A multilingual and multi-site application, Urban Pulse is available in nine French metropolitan areas: the greater Paris region, greater Lyon, Saint-Etienne Métropole, Nice, Bordeaux, Strasbourg, Rennes, Chambéry and Avignon. It is also being piloted in three American cities: New York, Boston and New Orleans.

## RESULTS

- > Excellent user response: nearly 2,000 users have given a score of 4 or 5 in the iPhone and Android stores
- > In Bordeaux – September 2013: 20,000 visits a month after its launch
- > More than 30,000 users have requested Urban Pulse for their city
- > 28.4% of the French population covered as of 8/31/2013