

# destinations

JourneyPlan  
making travel simple

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"I use the service and recommend (it) to friends"

the JourneyPlan newsletter : issue 1

## JourneyPlan seeks International Partners

"Passenger Transport Information (PTI) is an extremely complex area. We have developed arguably the most powerful, flexible and scalable PTI systems available in the world today.

We've done this in the UK PTI market, which is probably the toughest in the world. We'd rather be a key contributor to two or three hundred projects world-wide than the central provider of a few." Mac Logan, CEO JourneyPlan.

"We will licence our technologies and share our knowledge and skills with partners addressing all markets worldwide."

Organisations interested in distributing our technology or making us part of their supply chain can contact us at [partners@journeyplan.co.uk](mailto:partners@journeyplan.co.uk)

## Welcome

Welcome to Destinations, the first issue of our newsletter. Its purpose is to keep you up-to-date with what is going on in our world.

We hope you will find this useful. We'll be delighted if you want to drop us a line and share a point of view. We'll be ecstatic if anyone wants to be a regular contributor!

We want to become ever better at what we do and to constantly improve our customer focus. Your suggestions and comments will be appreciated.

Mac Logan,  
CEO - JourneyPlan



"What a brilliant website. You have made my visit to Lanark so much easier. Thank you"

"This is a truly useful application and I rely upon it."

"Just wanted to let you know that I had a very successful journey from Glasgow Airport to Cupar... Using the recommended busses saved me a lot of money compared to hiring a car each way and the connection at Glasgow Buchanan Street Bus Station was flawless both ways. You have a great service and, as an expatriot Scot living in America, I'll use the service again."

"I find the Palm JP program is absolutely invaluable."

"I'd just like to say that I use the website a lot, and it's refreshing to use a site that is both fast and has no pop-ups :) Keep up the fine work."

"I don't know if you conduct any more scientific evaluation or feedback gathering exercises but I would just like to say that I think the on-line journey planner is excellent. I've used the phone and web-based services almost since the beginning and - as someone who makes many and varied business and social trips around Scotland - find them extremely use-

## Making Travel Simple is our vision

We create simplicity from complexity. We achieve this with highly experienced people and a range of products and resources that include:

- mature data integration technology and related tools
- proven search technology that provides standard, impartial, consistent and reliable advice regardless of channel or platform
- speed of delivery second to none

We have a demanding and progressive client base, which means our products continually evolve to keep pace with the emerging needs of the market place and its consumers. We listen to our customers.

## JourneyScreen with Advertising

JourneyScreen uses Internet technology to distribute passenger transport information to bus stops and stations from a single data source. This can incorporate real-time data on delays and so forth, where available.

Now, JourneyPlan has made it possible for clients to use JourneyScreen's promotional functionality to display promotional or advertising multi-media content as well as transport service information.

The use of multi-media content provides a number of key benefits - first the public pay more attention to the information on the screens, and secondly this can lead to less anti-social behaviour as has been shown in a number of extensive trials in Scotland.

For existing JourneyPlan customers, deploying JourneyScreen is a cost-effective way of maximizing their investment in PTI. JourneyScreen allows them to increase accessibility to transport and other Local Authority information in order to promote the use of public transport.

Service information is requested from a JourneyScreen system on a scheduled basis from the main content server. The service information can be for multiple modes of transport as well as real-time feeds. Importantly the displayed information can also be delivered over any wireless networks to self-powered locations so that geographically remote displays can also be deployed as part of the JourneyScreen system.

The displayed information can include other media such as slides with a promotional or operational theme, or videos. The use of multi-media content greatly enhances the efficiency of information transfer to the general public. When used in an entirely feasible to finance the hardware appropriate promotional or a

A centralised location is used server. The timetable data is information are also managed servers can also be used to help minimise electronic was

### Jem Telecom's latest venture includes JourneyPlan

Jem Telecom, a leading UK mobile data distributor of BlackBerry® smartphones, today announced the launch of its Navigation Solution Bundle aimed at UK business employees who spend a significant amount of time out of the office.

The Navigation Solution Bundle is comprised of third party applications including the TeleNav GPS Navigator™, live traffic information from Traffic TV and journey planning tools from Planajourney. The package is priced at just £9.99 per month and is compatible with the BlackBerry® Pearl™, the BlackBerry® 8800 and the BlackBerry® Curve™ smartphones.

Jason Theakston, CEO of Jem Telecom said "Jem Telecom has collaborated with organisations in the BlackBerry® ISV Alliance program to create a single source supply of a wide range of horizontal and vertical navigation application bundles for BlackBerry smartphone users.

"Our unique hosting and managed service platform enables us to rapidly deploy applications, and provides our clients with a simple monthly subscription model.

"Bundling applications improves ROI for our clients and delivers solutions that address the needs of different departments within their organisation."

Satellite navigation developed by TeleNav, a world leader in mapping and navigation solutions, provides the user with detailed 3D moving maps, voice and on-screen driving directions. TeleNav GPS Navigator is capable of GPS-enabled location searches for nearby business addresses and other unique points of interest. Further features include optimised routing calculation for fastest or shortest in-car/pedestrian route, and direct dialling to points of interest such as restaurants, hotels and theatres.

Traffic TV is the ultimate map based tool providing live traffic-delay information from Trafficmaster™ covering the entire UK motorway and main road network as well as CCTV camera pictures from over 600 camera sites.

The Journey Planning tool from Planajourney (operated by JourneyPlan Ltd), provides fast immediate access to public transport timetables covering tubes, trains, coaches, ferries and flights. It is simple to use and provides information about the shortest journey times with the least number of changes for each departure time.

\* The new range of navigation solutions works out of the box for the BlackBerry 8800 smartphone which has built-in GPS. A separate GPS receiver must be used in conjunction with the BlackBerry Pearl or BlackBerry Curve smartphones to take advantage of location based services.



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## JourneyPlan visits Far East as a member of specialist ITS delegation

JourneyPlan has once again confirmed the comprehensiveness of its technical capability in Passenger Transport Solutions (PTS) when Mac Logan, CEO of JourneyPlan was a member of a specialist delegation, which visited China in early March 2005 to advise on Intelligent Transportation Systems (ITS).

The visit consisted of an intense series of presentations and meetings to promote ITS. The first port of call was Qingdao on the east coast with a seminar for around 50 people from the Chinese Government, IT and Transport. The main focus for this seminar was ITS. The delegation then went onto Beijing where they presented to an audience of approximately 200 people with the focus on the integration of ITS technologies.

"There is significant interest in China in resolving the problems caused by massive car growth. This trip was an excellent opportunity for JourneyPlan to share some of our PTS experience with some of China's key transport decision makers," said Mac Logan. "It was especially exciting to be the only company invited back for detailed discussions with representatives of the Olympic Committee in Qingdao about how our technologies could assist the movement of people by public transport during the Olympics in 2008" (Qingdao is the venue for the sailing competition for the 2008 Olympics).

"International expansion through licensing and technical consultancy is a key business objective for our company going forward. We are keen to build on the success of this visit and are already exploring opportunities world-wide with major corporate partners who want quality contributions in their value chain." added Mac.

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