

WELCOME TO METRO CITY

Powered by **SPOT**[™] intelligent transit systems.



Schedule your demo now at:
etatransit.com



Inc.
5000

2017

SR2018
50
BEST COMPANIES
TO WATCH

2018

Logistics
Tech Outlook

Top 10 Transport
Management Solution
Providers

2018



Welcome to Metro City.

Metro City is just like your hometown. It has a thriving industrial center and rural communities. It boasts some of the finest institutions of higher learning, and people far and wide flock to its shores to for business, recreation, and to seek new opportunities. Its residents are diverse, with upper- and middle-classes, students, tourists, and disadvantaged citizens who work, play, and sustain Metro City's thriving infrastructure.

To meet the needs of its citizenry and provide the resources for everyone to seek his best life, Metro City provides a range of transit options for its populace to get where they need to go. Just like your town, it has its challenges which range from funding and logistics, to communications, marketing, and green initiatives. Its stakeholders should sound familiar, too. Politicians and developers who seek to encourage development and boost the bottom line, transit administrators who delicately try to balance the needs of the city's riders with limited financial resources and a fickle employment base, and passengers who simply need their transit to run on schedule are among the many hurdles that must be addressed each and every day.

Metro City has a valuable resource. Its transit operations are powered by SPOT™ the flagship ITS platform from ETA Transit. Through SPOT™, the city has a flexible and powerful platform that is capable of meeting the evolving demands of a fickle population. It streamlines operations by making them more efficient through intelligent data collection, reliable hardware, and intuitive administration tools. It seamlessly coordinates all of Metro City's airport shuttles, railways, buses, and university travel though an open-architecture system that delivers the travel planning tools that keep the city running on-time and all its stakeholders happy.

Take a journey through Metro City and experience the future that is possible with the SPOT™ intelligent transit system.



Schedule your personalized demo at [\(800\) 382-0917](tel:8003820917)



Contents:



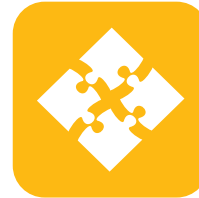
Markets Pages 5–8

- Public transit
- Rail
- Private shuttle / hospital / university
- Airport



Meet SPOT™ Pages 9–25

- Philosophy
- Open architecture
- Cloud hosting
- Off-the-shelf hardware
- Iterative development
- Turnkey deployment
- Base system



Expansion Pages 26–32

- Automatic passenger counting
- Business intelligence
- Infotainment
- Mobile vehicle security
- On-board announcements
- ParaPlan® paratransit
- Passenger information displays



About ETA Pages 33–35

- History & philosophy
- Customers
- Contact



Markets: Public Transit

In Metro City, nothing is more certain than change. It seems as if everything is in a perpetual state of flux, with new high-rise office buildings and housing developments opening, it seems, every week. With this constant state of change, Metro City Public Transit (MCPT) had a hard time keeping up with making the necessary route adjustments to make sure these new destinations were adequately serviced. Operators had trouble keeping up with periodic tweaks to routes and constant construction detours—and the riders were forever complaining about changes to the schedules and stops.

Fortunately, MCPT had ultra-reliable SPOT™ CAD/AVL systems and automatic passenger counters installed on their vehicles. With accurate data collection system in place, system administrators were able to make informed decisions and keep pace with a rapidly-expanding service area.

Dispatchers were able to quickly make changes to existing routes and add new lines of service certain that these additions were supported by information and ridership patterns. These new routes and schedules were seamlessly pushed to operator mobile data terminals and added to public-facing bus-tracking websites and on-board LED display systems.

Operators loved the on-board announcements, which automatically played re-recorded, and custom dispatch-generated notifications to communicate critical stop and service messages to riders. This helped keep their eyes on the road, simplify their responsibilities, and improve overall vehicle safety.

STAKEHOLDERS WILL LOVE:

Administrators: Accurate data collection systems.

Dispatchers: SPOT's intuitive route manager module.

Operators: On-board announcements.

Riders: Feature-packed vehicle tracking website and apps.



SPOT's most popular solutions for public transit agencies:

- CAD/AVL
- Automatic passenger counting
- Business intelligence
- Anti-bunching
- Vehicle-tracking websites
- Mobile apps

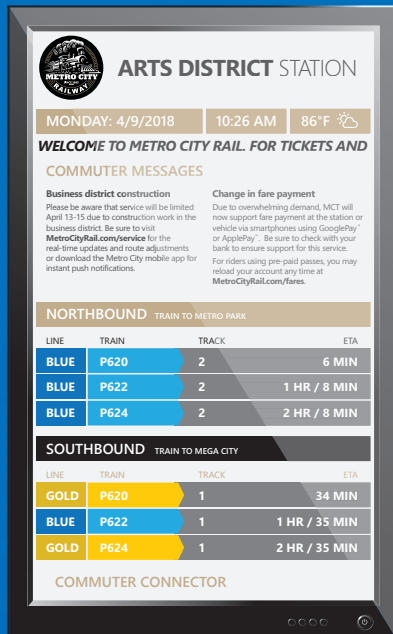


Pictured: Bus-tracking website and mobile app

Schedule your personalized demo at (800) 382-0917

SPOT's most popular solutions for rail agencies:

- On-board announcements
- Rich-media displays & signs
- Automatic passenger counting
- Train tracking websites
- Mobile apps
- Connection protection feature



Pictured: Web-enabled LCD display

Markets: Rail

Metro City boasts multiple forms of rail transit, ranging from tourist-attracting trolleys to elevated trains that transverse the city with multiple routes. In a town like Metro City, it's not uncommon for passengers to utilize multiple forms of transit to get from points A to B. For a while, making the connection from train travel to a connecting shuttle or bus proved to be a real headache for Metro City commuters and a troublesome issue for city planners. Meetings were held. Commissions were formed. Options were explored.

Fortunately for Metro City, the SPOT™ ITS system which powers their bus, rail, and shuttle operations possessed a unique 'connection protection' feature. This capability provided two benefits: It provided rail operators to update platform assignments automatically, and allowed the various transit agencies to publish their route information and arrival predictions in GTFS real-time format and synchronize schedules across all agencies. This provided riders armed with Internet-connected smartphones and tablets convenient access all transit providers and make adjustments to their travel schedules.

Metro City Rail was able to take this information and purchase rich-media LCD monitors to display at stations and on vehicles. No longer did passengers exit a train and not know if they'd wait for a few minutes or a few hours to make their connection. Passengers throughout the city rejoiced as a result of this added level of convenience, and travel now buzzes along predictably—no matter what mode of transit one chooses.

STAKEHOLDERS WILL LOVE:

Administrators: Improved standing with passengers and community

Dispatchers: Improved schedule performance and reduced complaints

Operators: Automated updates to schedule while in-route

Riders: On-board and station-based passenger information displays



Discover more at etatrains.com

Markets:

Private shuttles

The use of shuttles in transit spans a variety of uses in Metro City. Corporate campuses offer service to shuttle employees from off-site parking lots to office buildings, Metro City Public Transit relies on shuttles for its demand-response and paratransit services, Metro City Theme Park engages patrons with on-vehicle park information systems, and Metro City University (MCU) ferries its students and faculty to points across its expansive campus and numerous facilities throughout the city.

As a public institution that regularly served thousands of passengers, MCU often faced a shortage of vehicles capable of meeting the needs of its riders. At times shuttles were full and at other times, ran virtually empty. It was suspected that adjustments to routes were needed to better manage schedules, but this required a means of tracking the comings and goings of its riders. Automatic passenger counters didn't make sense from a budgetary standpoint, but the school's board or regents realized that student ID cards could serve a dual purpose—to provide identification, and if manufactured with a magnetic strip or RFID chip, be used to track vehicle boardings.

In addition, communicating to its students about upcoming campus events such as deadlines for financial aid, community projects, class registration, and athletic competitions was an unmet need. Fortunately, SPOT™ provided a means of adding rich-media LCD displays to university shuttles programmed to play schedule- and location-based announcements. In fairly short order, the university was able to fine-tune its shuttle routes to better satisfy peak demands and provide riders with critical information about upcoming school functions.

STAKEHOLDERS WILL LOVE:

Administrators: Improved data collection and optimized performance

Dispatchers: Improved routes and reduced complaints

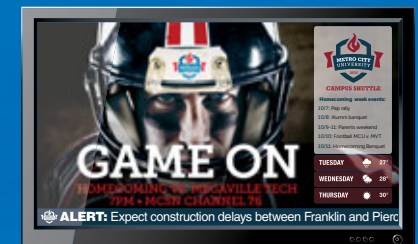
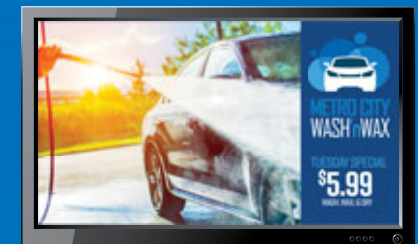
Operators: Predictable passenger loads

Riders: On-board displays and availability of seats



SPOT's most popular solutions for private shuttle agencies:

- CAD/AVL
- Infotainment systems
- ParaPlan® passenger portal
- RFID card readers
- Automatic passenger counters
- Rich-media on-board displays
- Shuttle-tracking website
- Mobile apps
- Anti-bunching

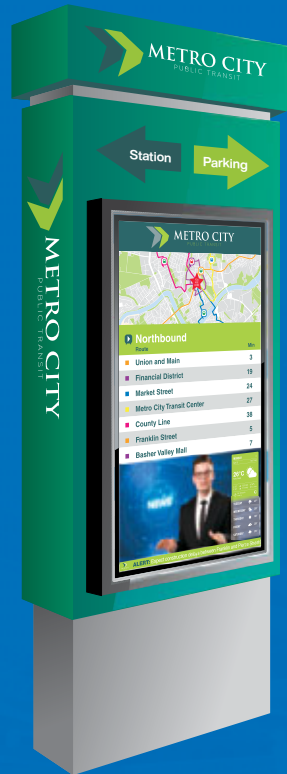


Pictured: Rich-media onboard LCD monitor with infotainment

Schedule your personalized demo at (800) 382-0917

SPOT's most popular airport solutions:

- CAD/AVL
- Passenger information displays
- Infotainment kiosks & monitors
- Automatic passenger counters
- On-board announcements



Pictured: Web-enabled LCD display with infotainment

Markets: Airports

Passengers come and go at Metro City International Airport. With such a tremendous influx of people traipsing through its concourses each day, it's not a stretch to imagine just how important it is to get travelers from the airport to their final destination quickly and efficiently. A key component to this exodus is transport from the airport to the various parking lots, rental car agencies, and area hotels that serve the city's visitor and business communities.

To assist in enhancing their traveler's experience and make the last leg of their journey as efficient as possible, Metro City International Airport sought to leverage its shuttle operations by equipping adding SPOT's CAD/AVL capabilities to the mix, and by placing rich-media infotainment kiosks at key points throughout the terminal and on vehicles.

Instead of playing a guessing game, weary travelers found it easier to board the right shuttle to arrive at their desired destination as efficiently as possible. The kiosk provided passengers with live maps reflecting vehicle position and arrival predictions. The addition of infotainment systems served to enhance the airports standing with area attractions through paid advertising video and still image promotion of upcoming events and "can't miss" destinations.

STAKEHOLDERS WILL LOVE:

Administrators: Improved customer satisfaction

Dispatchers: Efficient route and schedule performance

Operators: Anti-bunching

Riders: Engaging infotainment content and simplified travel



Meet SPOT™: Philosophy

ETA Transit has a singular focus—to provide innovative technology that improves the operational realities of transit operators in a manner which provides an improved experience for all stakeholders, including administrators, dispatchers, operators, and of course, riders. We accomplish this through a four-pillar approach to system design which delivers:

- ▶ Reliable on-board equipment
- ▶ Solid traveler information platforms
- ▶ CAD/AVL and business intelligence tools
- ▶ Fluid and intuitive route management

This approach has led to strategic business decisions that directly support the iterative development of a reliable intelligent transit platform that delivers immediate return on investment. It provides a customized, right-sized technological system for any size agency, and paves the way for a simplified path toward upgrades and improvement. The hallmarks of a SPOT™ ITS platform include:

- ▶ Open architecture
- ▶ Cloud-hosted system
- ▶ Commercially-available off-the-shelf hardware
- ▶ Active, iterative system development
- ▶ Turnkey deployment



SPATIAL POSITIONING ON TRANSIT

Out of the box, SPOT™ includes all the essential, 'must-have' intelligent features and tremendous expansion capabilities.

Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

They said it:

“The transition to ETA’s SPOT system allows us to continue to meet the demands of our growing campus community.”

*Cha’ssem Anderson
Director
North Carolina Central
University*

Meet SPOT™: Open architecture

SPOT™ is an open system, with an API that delivers an exceptionally malleable design without relying on proprietary hardware. This approach provides our customers with the flexibility to leverage existing hardware and systems to reduce adoption costs and increase ease of upgrading their systems to meet the changing demands of a competitive transit market.

SPOT™ is implemented as a services-oriented architecture (SOA), which provides extensive access to its system services for 3rd party developers and allows for easy integration and expansion of new capabilities. It is built on open-data standards; an approach which is critical in any leveraging existing systems and reducing initial investment expenditures.

The SPOT™ ITS supports data exchange using non-proprietary industry standards such as NTCIP/TCIP, GFTS, GTFS-RT, and JSON-based web services.

This approach is critical in maximizing both existing on-board hardware and ensuring an easy path to upgrading the system itself or adding new components in the future. A SPOT™-powered system doesn’t have to be implemented all at once. ETA’s open architecture approach to system design, combined with established web standards provides our clients with an unparalleled freedom to add new features down the road, or gradually implement growth plans over a period to maintain financial flexibility.

Open architecture is an important consideration in a modern transit system because it doesn’t tie our customers to a specific product or vendor; instead they have what is perhaps the most important feature of any solution—choice. SPOT™ can just as easily augment an existing ITS system as it can serve as a powerful foundation to a full-featured ITS solution.

Discover more at etatransit.com



Meet SPOT™: Cloud-hosted system

ETA has embraced 'the cloud' as its preferred delivery platform for SPOT™. This decision yields multiple benefits to transit agencies through a lower cost of entry and the ease of expansion through a Software-as-a-Service (SaaS) deployment platform. A cloud-based solution is a critical component in the adoption of a modern intelligent transit platform, as it provides:

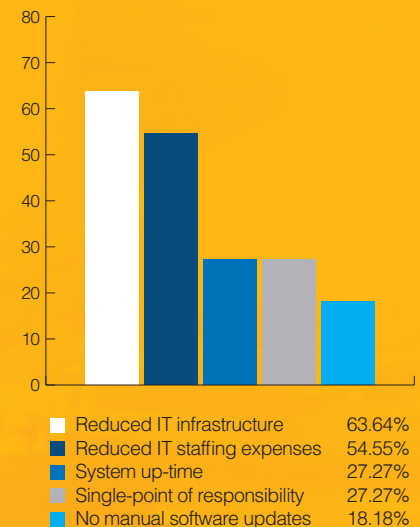
- ▶ Increased system up-time by leveraging redundant servers located throughout the country.
- ▶ Lower adoption and on-going system maintenance expense.
- ▶ Anywhere access.
- ▶ Easy updates and upgrades of system software.
- ▶ Coordinated connectivity across installed hardware, signs, and traveler information systems.



SPATIAL POSITIONING ON TRANSIT

Did you know?

According to ETA's 2017 Transit Agency Survey, 85.7% of transit agencies are considering moving to a cloud-hosted ITS. Of these, 63.6% cited the need to reduce IT infrastructure cost as their primary motivation.



Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

They said it:

“The versatility of the SPOT ITS is a real game changer for Cooper University.”

*Maureen Coughlin
Senior Facility Manager
SP+*

Meet SPOT™: Off-the-shelf hardware

ETA has embraced a philosophy of utilizing commercially-available off-the-shelf hardware (COTS) as opposed to developing its own brand of proprietary equipment. This approach provides five critical benefits:

- ▶ The commercial nature of the product means an abundance of supply and increased options for accessories, such as secure mounts, cases, and connectivity features.
- ▶ The equipment has already been subjected to—and passed—rigorous testing and quality standards.
- ▶ The product is likely to be familiar to the public in terms of functionality.
- ▶ It leverages the cost-advantages found in mass produced products, providing for a lower cost of ownership and more stable supply chains.
- ▶ Widespread availability provides for quicker and easier replacement and upgrades.

These advantages directly support our open architecture system designs and provides customers with the flexibility to upgrade and/or add to their transit systems. COTS frees transit agencies from the reliance on proprietary solutions that put them at the mercy of their vendor and its supply chain. This approach results in less downtime due to equipment failure and a quicker path toward recovery.

Discover more at etatransit.com



Meet SPOT™: Iterative development

The SPOT™ system you purchase today will not be the same system you use next year. That's because ETA has adopted an active, and iterative development process. Our design philosophy is centered around providing a stable and feature-rich platform that is continually improving upon its capabilities.

In short, it's a very live and agile system. As we develop new features or improve functionality to subscribed systems, our customers can expect to automatically receive these enhancements at no additional charge.

For example, at the beginning of 2018 our Instant Replay and Anti-Bunching modules weren't included as part of the base system as it had been sold for several years. Once these capabilities were developed, they were seamlessly uploaded and implemented at existing installations at no fee.

Additionally, it is not uncommon for a customer will request a custom report to view its collected data in a specific manner. Not only do we create these reports for free, but we also provide the new report capability to the rest of our customers—everyone collectively benefits from the suggestions of other transit operations.



SPATIAL POSITIONING ON TRANSIT

Did you know?

According to our 2016 transit agency survey, an astonishing 57.1 percent of transit agencies haven't made an intelligent transit system-related purchase in the past three years—with 35.7 percent having gone at least five years since their last ITS purchase.

Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

They said it:

“They’ve made the entire process simple from start to finish.”

*Kelly Mumper
Transportation Planner
Lassen County Transit*

Meet SPOT™: Turnkey deployment

What do you do when you flip the switch and your new transit system goes live? ETA provides a turnkey solution that does more than introduce an innovative technology to your transit agency—we provide on-going, comprehensive system support, including:

- ▶ On-going training to improve staff comprehension and get new hires up-to-speed.
- ▶ Trend analysis to help you maximize your system and organizational performance.
- ▶ Proactive system monitoring to alert you to potential issues.
- ▶ Online reference and support materials to help train, educate, and troubleshoot problems.
- ▶ A dedicated customer experience advocate to help guide, mentor, and find solutions.
- ▶ Live online chat with our support team.
- ▶ Go-to market materials and strategies to help generate excitement and build awareness among staff and riders.
- ▶ A single point of contact to assist you when issues arise.



Meet SPOT™: The SPOT™ platform

SPOT™ is a versatile platform designed to help transit operations of all sizes fulfill their potential with a suite of powerful tools and capabilities. The platform comes in two flavors: The SPOT™ base ITS for customers who seek a full-fledged solution with room for near limitless integration and expansion; and a tablet-based version, SPOTLite™—that delivers powerful back office and system administration in a more streamlined package. *Which one is right for your situation?*

| Features | SPOT™ ITS | SPOTLite™ |
|---|-----------|-----------|
| Back office | | |
| Fixed-route AVL | ✓ | ✓ |
| Route management | ✓ | ✓ |
| Digital passenger counting | ✓ | ✓ |
| Fare counting | ✓ | ✓ |
| Two-way driver messaging | ✓ | ✓ |
| Service messaging | ✓ | ✓ |
| Anti-bunching | ✓ | ✓ |
| Instant replay | ✓ | ✓ |
| Reporting and analytics | ✓ | ✓ |
| Traveler information websites and mobile apps | ✓ | ✓ |
| Bring your own tablet option | ✗ | ✓ |
| Expansion options | | |
| Automatic passenger counting | ✓ | ✗ |
| Business intelligence | ✓ | ✓ |
| Infotainment | ✓ | ✗ |
| Mobile video surveillance | ✓ | ✗ |
| Onboard announcements | ✓ | ✗ |
| Paratransit | ✓ | ✓ |
| Digital displays, & kiosks | ✓ | ✓ |
| Third party integrations | ✓ | ✗ |

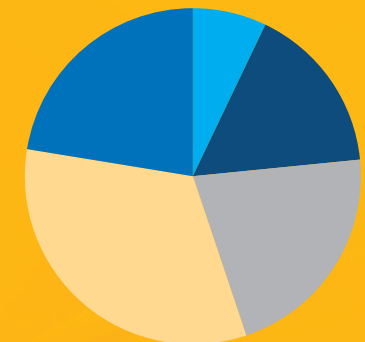
Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

A 2016 survey of transit agencies revealed that only 22.4 percent were very satisfied with their current ITS system.



- Very dissatisfied 7.1%
- Somewhat satisfied 16.3%
- Neither satisfied nor dissatisfied 21.4%
- Somewhat satisfied 32.7%
- Very satisfied 22.4%



SPATIAL POSITIONING ON TRANSIT

They said it:

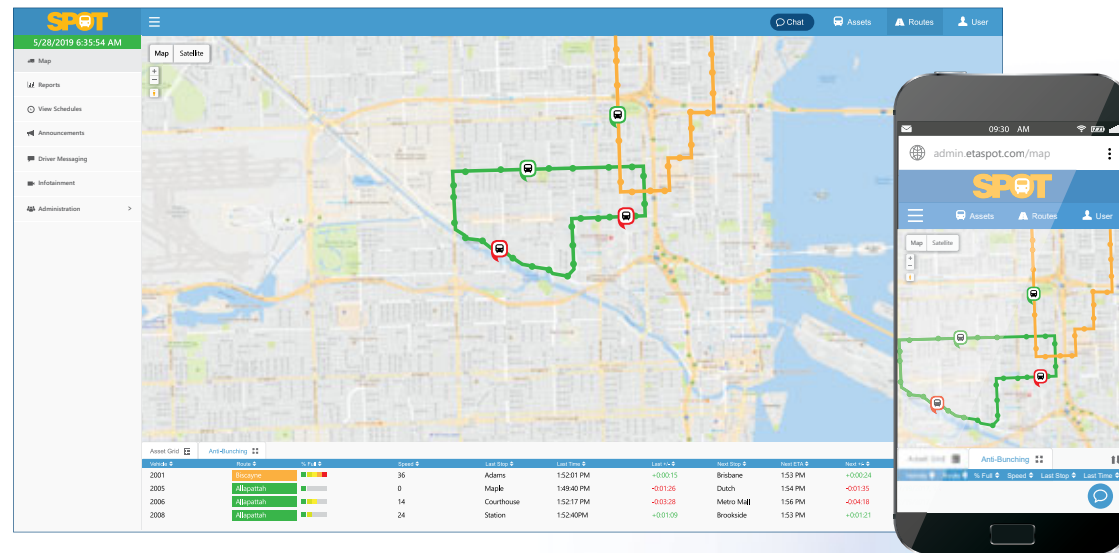
“Many vendors talk about partnership. But when the chips are down, ETA delivers. Incredibly flexible and responsive, they are our new favorite transit partner.”

Jody Bieze
Transit Director
Kootenai County Transit

Meet SPOT™: Fixed-route AVL

Looking to track your vehicles? SPOT™ delivers the essential platform for transit agencies of any size or budget. Armed with finely-tuned algorithms and field-tested hardware, SPOT's dispatch and tracking software is trusted by over 50 operations across the country. Built on the latest web standards and hosted on cloud-based servers, SPOT™ provides a highly-adaptable platform suitable for public transit, rail, shuttle, university, hospital, and corporate campus installations.

Boasting a nearly 100% up-time and anywhere-access, transit professionals trust that SPOT™ will deliver consistent vehicle tracking, data collection, and dispatch tools at every turn. The powerful combination of open architecture and commercially-available hardware provide an unprecedented level of customization and future-proof expansion capabilities that guarantee a right-sized fit for any agency from day one.

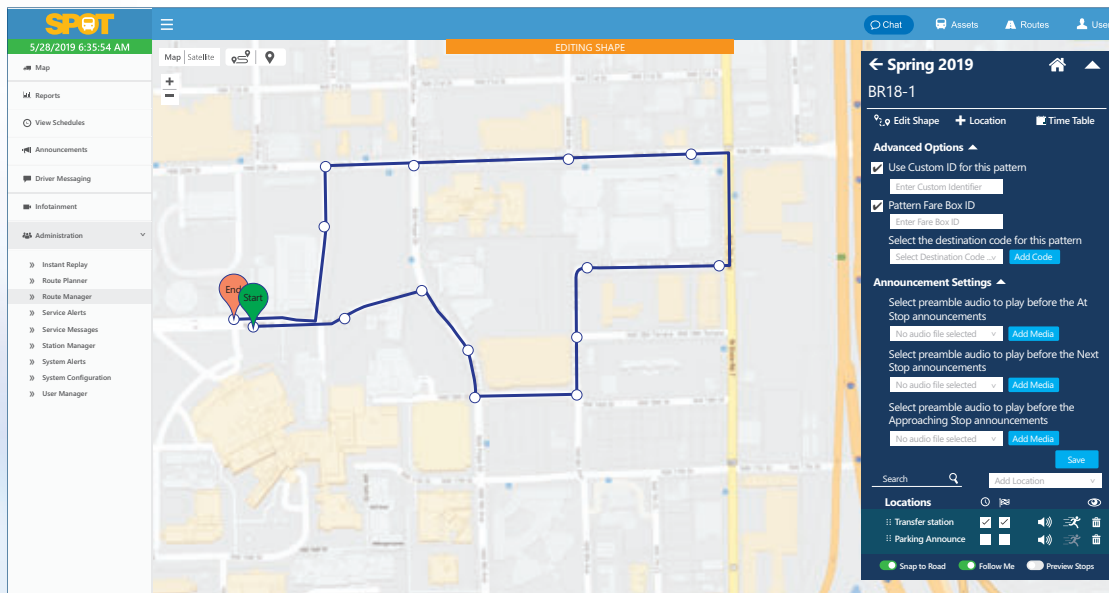


Access and manage SPOT's powerful suite of real-time information about your vehicles, arrival predictions, passenger loads, and performance to schedule from any Internet-connected device—even your smartphone.

Meet SPOT™: Route management

Need to adjust vehicle routes on-the-fly? Perhaps you want to create a custom run cut with an additional trip leg? The route manager module handles these assignments with ease. Simply select the date(s) to configure, specify the route, the run, and the driver and your new trip is scheduled. The system automatically assigns the vehicle to the proper location at the required time.

- ▶ Easily create new and edit existing system routes and schedules
- ▶ Import existing GTFS data
- ▶ Manage, change, and export GTFS data
- ▶ Configure announcements, sign actions, time points, and pivot points
- ▶ Plan future schedules and route changes including deviations and detours



Busy dispatchers will appreciate the simplicity of SPOT's route and schedule creation.

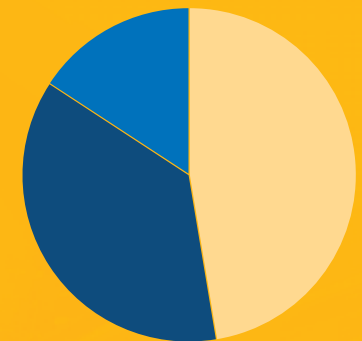
Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

Less than half of transit agencies use scheduling software to manage first/last mile requests.



■ Scheduling software 47.37%
■ Manual solution 36.84%
■ Other 15.79%



SPATIAL POSITIONING ON TRANSIT

They said it:

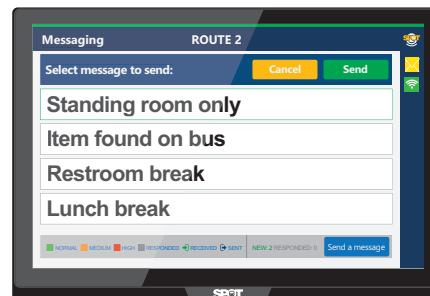
“This new system represents an exciting upgrade in our transportation services.”

*Vanessa Turner
Transportation Director
University of Houston
Downtown*

Meet SPOT™: Two-way driver messaging

Dispatchers and operators communicate time-sensitive information that requires auditing. Messages can be quickly drafted and deployed to the operator via a vehicle’s mobile data terminal. Messages can be coded based on priority. For safety purposes, driver responses are limited to simple, one-touch confirmation or YES/NO responses. Driver can also initiate communication to dispatch by choosing from a client-defined list of canned messages.

| | Priority | Date/Time Sent | Type | Sender | Recipient(s) | Response | Message |
|--|----------|---------------------|----------------------|--------------------------|---------------|-------------|--------------------------|
| | High | 2016-04-22 14:30:38 | Acknowledge | eta_super | Asset ETARest | OK | Please change to route 2 |
| | Medium | 2016-04-22 14:09:35 | Dispatch acknowledge | gonzalez@acmetransit.com | Asset 6615 | No response | Item found on bus |
| | | | | | | | |
| | Normal | 2016-04-22 14:19:52 | Acknowledge | eta_super | Asset 6615 | OK | Restroom break |
| | | | | | | | |
| | Normal | 2016-04-22 14:22:00 | Acknowledge | gonzalez@acmetransit.com | Asset ETARest | OK | Did you take lunch? |
| | Normal | 2016-04-22 15:12:14 | Acknowledge | gonzalez@acmetransit.com | Asset 6615 | No response | Lunch break |

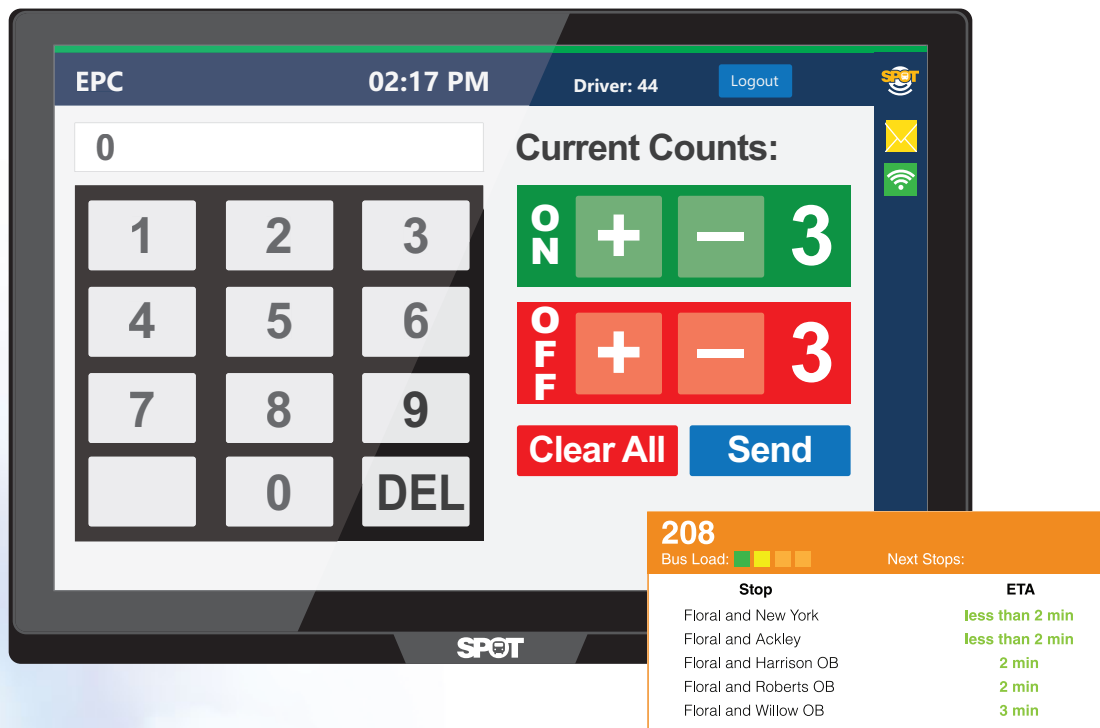


| High Priority - Confirm | | | | | | |
|---|---------------------|-----------------------|---------------------|---------------------|-----------------|-----------------|
| Date Sent: 2016-04-22 14:30:38 | | Sent By: Metro_UAdmin | | | | |
| Message: Test Message | | | | | | |
| Show <input type="text" value="All"/> entries | | | | | | |
| Asset | Asset Received | Asset Received GPS | Driver Responded | Driver Response GPS | Driver Response | |
| Asset 6615 | 2016-04-22 14:30:43 | 26.41714,-80.0944 | 2016-04-22 14:31:08 | 26.41714,80.0944 | YES | |
| Showing 1 to 1 of 1 entries | | | | | | |
| | | | | | | Previous 1 Next |
| Close | | | | | | |

Messages reside in a queue until the vehicle has stopped and the operator can review and reply. Time and type of driver response, vehicle location, driver, and assets are recorded for auditing purposes.

Meet SPOT™: Digital passenger counting

Operators can use this low-cost passenger counting solution to accurately count riders as they board and exit the vehicle. The Electronic Passenger Counting (EPC) module generates powerful, real-time passenger reports that can be used to evaluate both current and historical trends. Passenger counts are translated into accurate vehicle loads, which are then represented on your public tracking website and apps, so riders know if the next bus will be full or not.



Operators can use the EPC to track passenger movements in multiple ways based on individual preference. Passenger counts are immediately available to traveler information systems and provide real-time vehicle loads (inset).

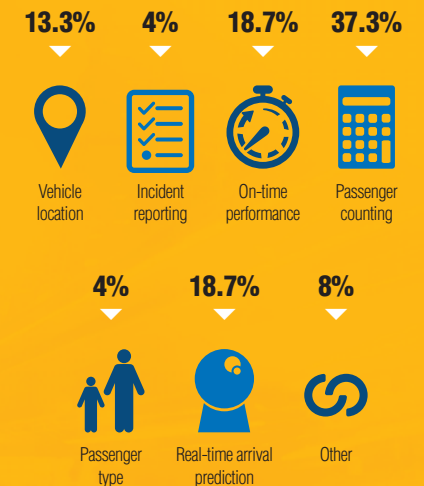
Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

In 2016, 37.3 percent of transit professionals said that passenger counts would make the biggest difference to their operations.





SPATIAL POSITIONING ON TRANSIT

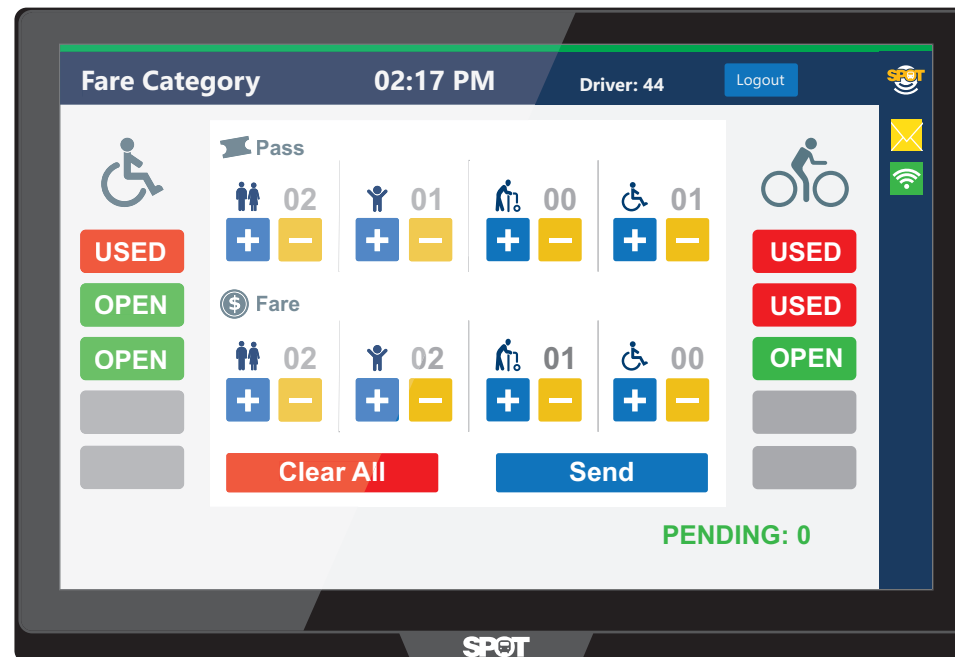
They said it:

"It's fantastic to finally be free of manual data entry."

Kevin Hernandez
Managing Director
ACE Parking San Diego Airport

Meet SPOT™: Fare counting

For transit operations who want to be a bit more sophisticated about their passenger counting, we provide the fare category module. A driver can track riders based on both payment and passenger type. This module also integrates with on-board bicycle and wheelchair storage and communicates that usage to public facing sites so that riders know if the next vehicle will have room for their chair or bike.



Drivers quickly log fares by category, or track bike and wheelchair storage availability with a simple touch of a button on the mobile data terminal.

Meet SPOT™: Service messaging

Easily communicate service delays and public service announcements with this intuitive module. Simply create a service message, assign a schedule and a priority, and this module will deliver “rider alters” to passenger information systems in real-time.

SPOT's service messages module seamlessly connects to all on-board station, websites, on-vehicle displays and speakers, and mobile apps. This connectivity provides your agency with a single point of communication that automatically pushes your critical message out to all affected vehicles, routes, and stations.

| Message Type | Start Date | End Date | Message |
|-----------------|---------------------|---------------------|---|
| Service Alert | 2014-11-24 00:00:00 | 2014-11-26 00:00:00 | Biscayne Route detoured during Art Week (December 1-6, 2015) |
| Service Message | 2014-02-13 00:00:00 | 2014-02-13 00:00:00 | System is back! Thank you for your patience. |
| Service Message | 2014-04-21 00:00:00 | 2014-04-21 00:00:00 | How is the weather? |
| Service Alert | 2014-04-25 00:00:00 | 2014-04-25 00:00:00 | Expect delays at Brickell and Biscayne Routes. Sorry for the inconveniences. |
| Service Alert | 2015-05-13 07:00:00 | 2015-05-13 17:00:00 | All service is stopped. Emergency. |
| Service Message | 2015-12-23 00:00:00 | 2014-01-04 00:00:00 | All Coral Way stops located on Flagler St. between SW 2nd Ave. and Biscayne will be detoured... |

Showing 1 of 6 of 24 entries

Smartphone app: 50.6%
Printed schedules: 83.5%
Real-time tracking website: 45.6%
E-mail notifications: 24.1%

Digital signs at stations: 32.9%
SMS/text: 12.7%
Social media: 38%
Other*: 20.3%

Easily create and schedule service messages and rider alerts, and have the notifications instantly pushed to all assets, signs, apps, and vehicle-tracking websites.

Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

The agency website is the most-used channel for communicating schedule information.





SPATIAL POSITIONING ON TRANSIT

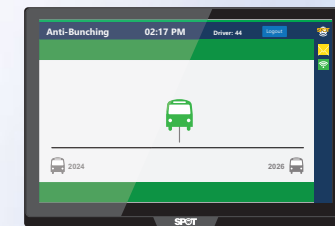
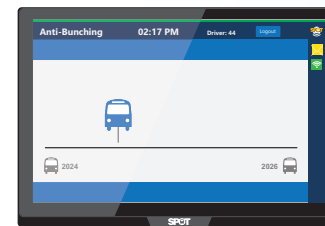
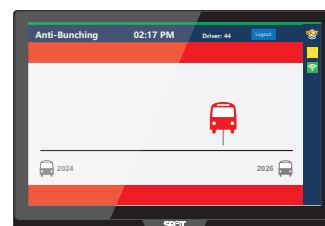
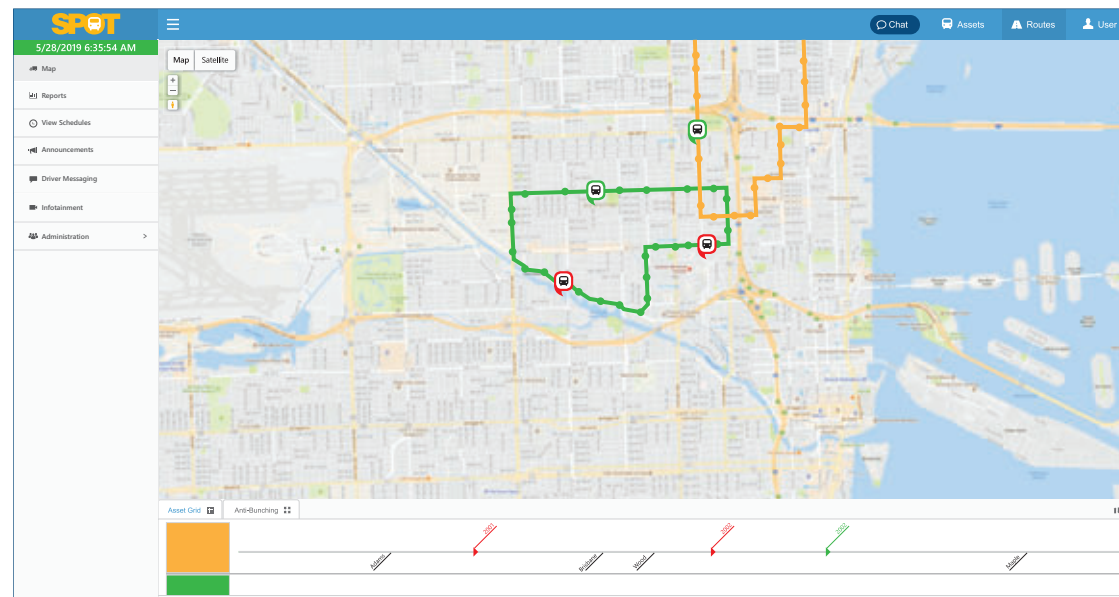
They said it:

“The SPOT system enhances the shuttle experience.”

*David Boenitz
Director of Ground
Transportation
San Diego International Airport*

Meet SPOT™: Anti-bunching

Improve route performance and optimize vehicle spacing with SPOT's anti-bunching feature. Available as a tab within the map module, dispatchers are presented with real-time, linear representations of vehicles in relation to other assets on the same route. Operators are presented with color-coded MDT lock-screens for easy representation of vehicle proximity.

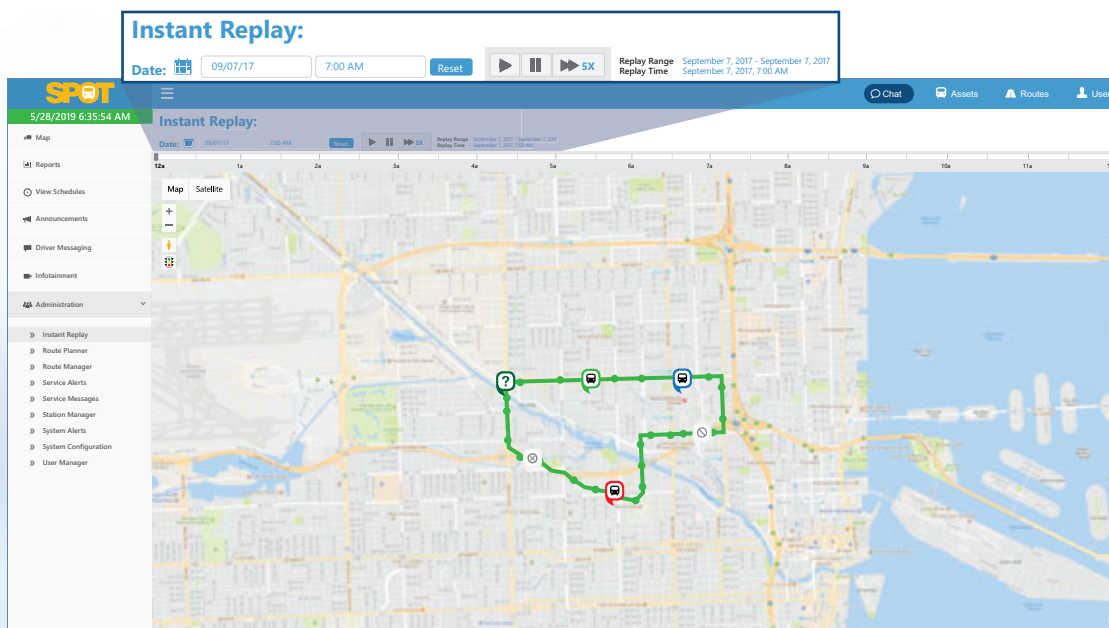


Anti-bunching lock screens on the vehicle mobile data terminals provide operators with a simple, at-a-glance view of their position to the vehicle ahead and behind them on their route (red = too close, blue = too far, green = just right).

Meet SPOT™: Instant replay

This module allows you to “replay” recorded vehicle location information. Simply choose the date, select your vehicle(s) and rewind, fast-forward, or skip to a specific time of day. An easy-to-use interface provides for easy scroll-based navigation, providing you the ability to quickly identify numerous vehicle events, such as speeding, excessive idling, missed stops, passenger counts, and more.

- ▶ View history by route or vehicle.
- ▶ Choose specific date or time, or select multiple day or time range.
- ▶ Backup, speed up, slow down the replay speed—you’re in complete control.



The instant replay module allows you to pause, play, fast forward, and rewind historical data about any vehicle or route. Use this information to identify potential system improvements, asset performance, and more.

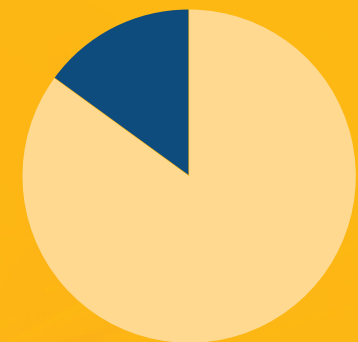
Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

In 2017, 85 percent of transit agencies stated that reporting and analytics DO influence the changes they make to their service.



Yes 85%
No 15%



SPATIAL POSITIONING ON TRANSIT

They said it:

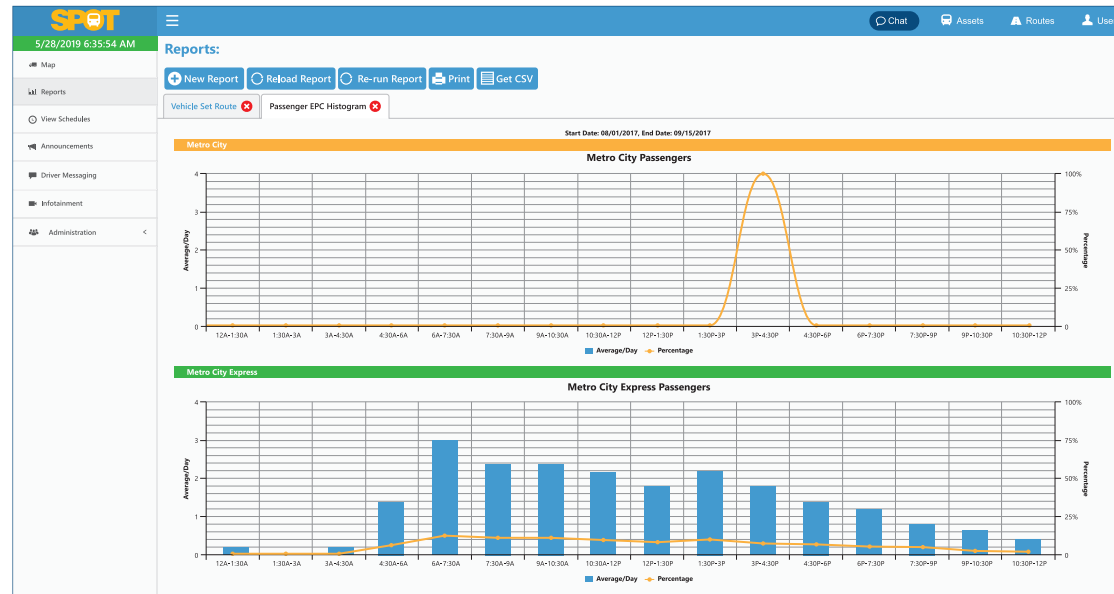
“(SPOT) gives our management powerful tools to do our jobs more efficiently and dig deeper in to our shuttle performance statistics.”

Bryan Lynsberg
Transit Director
University of Colorado-Boulder

Meet SPOT™: Reporting and analytics

Data collection is the beating heart of any intelligent transit systems, and SPOT™ provides a powerful set of reporting tools to help access this critical information. Packed with over 50+ canned graphical and tabular report queries, this module provides you the critical insights into the performance of your transit agency, and greatly simplifies your NTD reporting process. SPOT™ makes it easy to access, compile, and export your data with just a few clicks of a button. Our reporting module includes popular reports for:

- ▶ NTD, arrivals, departures, etc.
- ▶ Vehicle history, mileage, speed, etc.
- ▶ Passenger count by route, stops, scans, etc.
- ▶ Free custom report creation

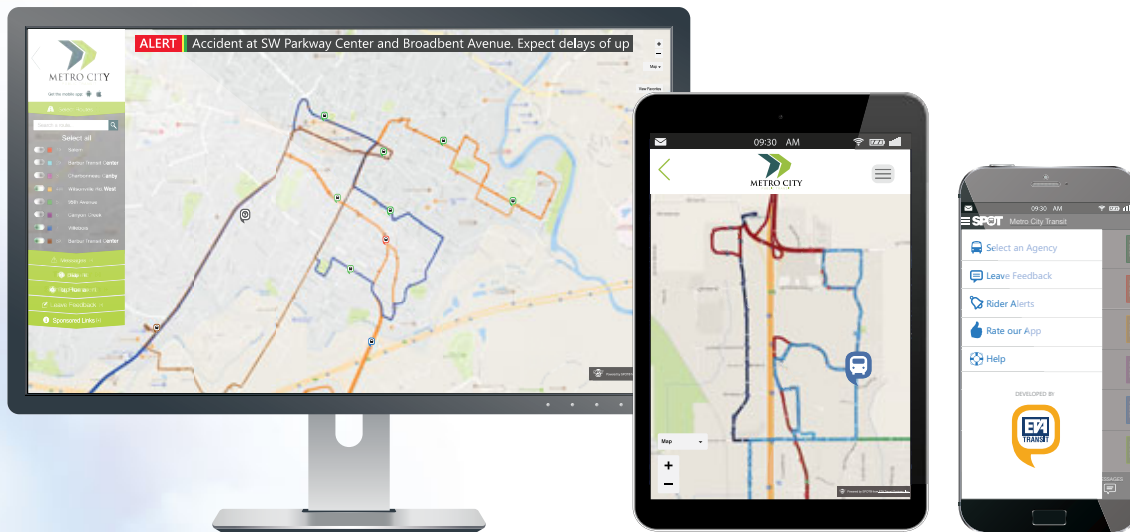


Easily interpret captured information in both tabular and graphical formats.

Meet SPOT™: Traveler information systems

We're just going to come right out and say it. ETA has the best traveler information systems in the marketplace. When compared side-by-side and feature-to-feature, our thoughtfully-developed bus-tracking website and mobile apps pack more punch than our competition. This means that your riders have more options and more tools to plan the entirety of their travel itinerary; not just plot out their travels from point A to point B.

- ▶ Large maps with multiple route selection
- ▶ Real-time predictions for vehicles & stops
- ▶ Chrome, Firefox, Android, and iOS support
- ▶ Branded with agency logo and colors
- ▶ Multi-modal transit support
- ▶ Station detail, area attractions, etc.
- ▶ Sponsored links, trip planning tools, etc.
- ▶ Integration with agency site



SPOT™ public websites field a collapsible menu that contains the traveler information tools. The site is responsively designed to scale to any size display—desktop, laptop, tablet, or smartphone.

Schedule your personalized demo at (800) 382-0917



SPATIAL POSITIONING ON TRANSIT

Did you know?

According to our 2016 survey of public transit riders, information about the local stop topped the list of most desired features for public-facing websites and apps.

Trip planning, local points of interest, and next-arriving vehicle ETAs rounded out the list.



They said it:

“The project management is as smooth and professional a process as I have encountered. Our weekly status meetings kept us up to speed of project developments, and answers are always just a phone call away.”

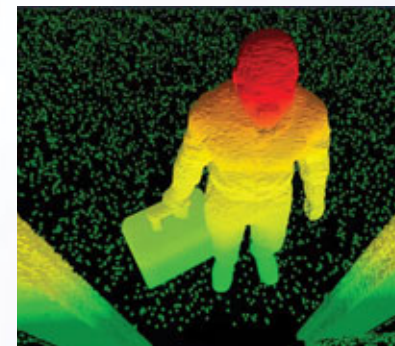
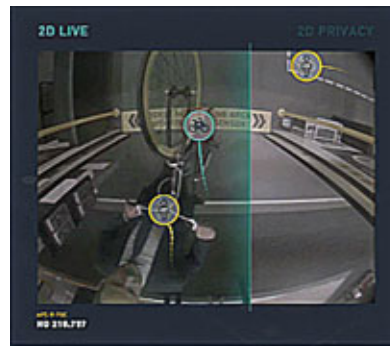
*Renee Mathews
Director of Special Projects
South Florida Regional
Transit Authority*

Expansion: Automatic passenger counting

ETA's passenger and fare counting systems, can track ridership by route, stop, time, card counts, and more. Realize a future where reliable real-time data enhances route evaluations, communicates vehicle loads, simplifies operator responsibilities, influences ridership forecasting, improves your on-time performance, and streamlines local, federal, and NTD reporting.

The automatic passenger counter is a single enclosure, stereoscopic passenger counting device that provides real-time passenger counts tied to specific routes and stops. Our Hella® APC solution provides 98% accurate APCs to feed real-time data to your SPOT™ reporting module and traveler information systems for instant analysis and vehicle ridership capacity monitoring. Our APC solution:

- ▶ Counts passengers without human intervention
- ▶ Generates real-time and historical reports
- ▶ Is capable of real-time video streaming
- ▶ Contains integrated diagnostic reports
- ▶ Is optimized for energy efficiency
- ▶ Tracks boarding and alightings based on direction
- ▶ Utilizes infrared to distinguish multiple passengers from carry-on items such as strollers, umbrella, etc.

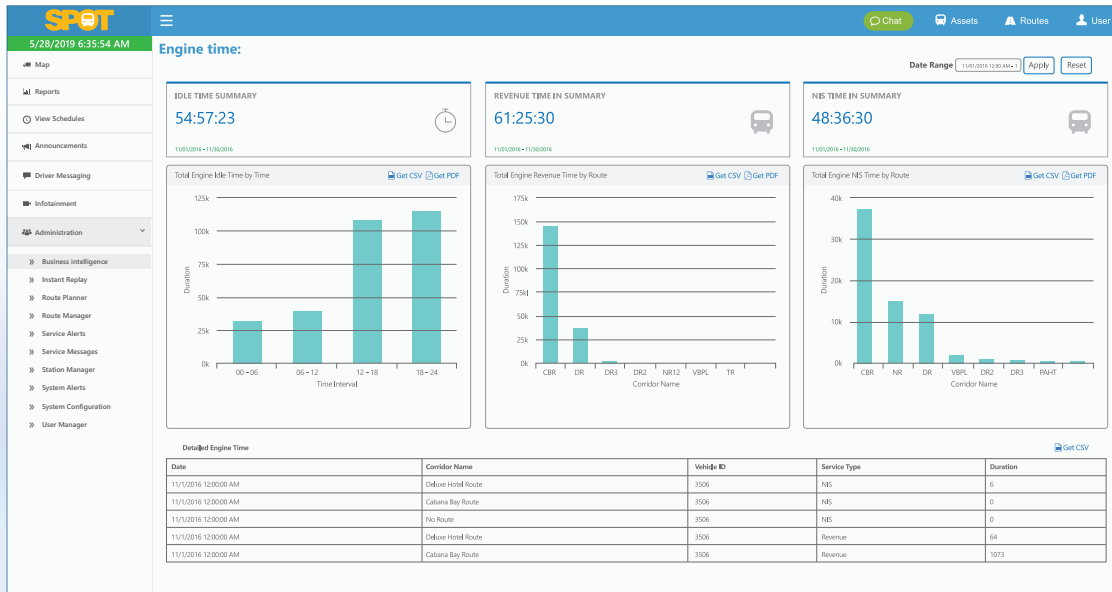


APCs track rider motion to capture and record boardings and alightings and utilizes both video (left) and infrared (right) to account for multi-rider identification, which improves overall accuracy.

Expansion: Business intelligence

Every day your transit agency generates a tremendous amount of information; data that can critically and significantly impact all facets of your operations. SPOT's reporting capabilities can help you take full advantage of these facts, figures, and numbers, and new trends that might streamline processes, improve relationships with your riders, and strengthen the bottom line.

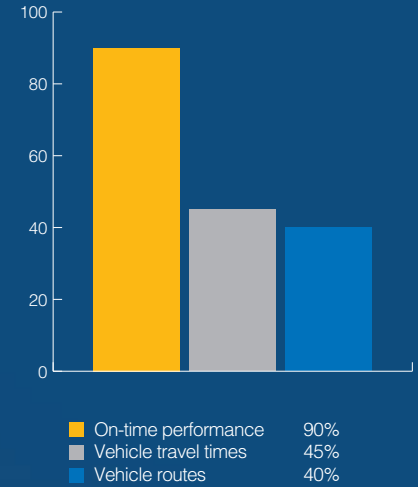
ETA's business intelligence tools supercharge the existing SPOT reporting module, by infusing the ability to create self-service, emailable custom dashboards with powerful drag-and-drop visualizations and cross-referencing of multiple data sources. With this added tool set, you'll be able to drill deep into your data on a highly granular level and discover new insights about your operations.



Rich visuals alongside corresponding source figures results in easy-to-digest representations of data and an improved understanding of key operational performance.

Did you know?

According to our 2017 survey of transit agencies, the top three most analyzed areas of transit agencies are:



They said it:

“The station platform arrival prediction was a critical component for Tri-Rail ... ETA's SPOT has solved this problem and allows us to quickly and accurately inform riders in real-time of changes to platform assignments.”

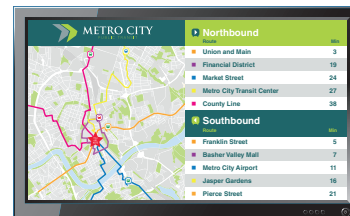
*C. Mikel Oglesby
Deputy Executive Director
Tri-Rail*

Expansion: Infotainment

Surprisingly affordable, SPOT's infotainment and media management systems improve the rider experience and creates new channels for revenue by delivering engaging information to your on-vehicle and at-station digital displays. A multi-use platform, your new infotainment system greatly improves on-board and in-station communication, increases rider satisfaction, and serves as a reliable platform for the creation of new advertising-based revenue channels through custom advertising playlists and GPS-targeted messaging.

Agencies of any size can leverage on-board and at-station displays to create a powerful communication tool and realize tremendous revenue potential through advertising sales.

- ▶ Real-time maps and service messages
- ▶ Multi-sensory information for increased ADA compliance
- ▶ Subscribed or managed content like local news, weather, sports, and community information
- ▶ Improved brand value and rider satisfaction
- ▶ Targeted, revenue-generating advertising inventory for local businesses
- ▶ Video and still-image messaging



Use your infotainment system to serve up rich media elements, from static images, video, and widgets.

Expansion: **Mobile video surveillance**

Strategically placed high-definition camera systems capture every activity on your vehicle and securely download video for review. Both an effective deterrent and capable witness, our rugged security system stands up to the rigors of travel, weather, and overzealous defense attorneys. SPOT™ delivers a premium solution for on-vehicle and at-station video security systems, including:

- ▶ Support for up to 16 cameras and 18 audio inputs
- ▶ High definition recording up to 720p
- ▶ Up to 4TB removable recording space
- ▶ User-friendly search tools and security options
- ▶ 3G/4G and GPS capable with auto-connect Wi-Fi functionality
- ▶ Automatic uploads
- ▶ Optimal network performance with H.264 compression
- ▶ Available mobile apps



View live and recorded video.

Did you know?

In 2017, 83.3 percent of riders we surveyed stated they are concerned for their safety on public transit.

Schedule your personalized demo at (800) 382-0917

They said it:

“ETA is tremendous transit partner who is always willing to go the extra mile. When we needed our on-board announcements to support three languages, ETA developed the solution at no charge—even though the requirement wasn’t included in our original RFP”

*Renee Mathews
Director of Special Projects
South Florida Regional
Transit Authority*

Discover the many benefits of pre-recorded audio:



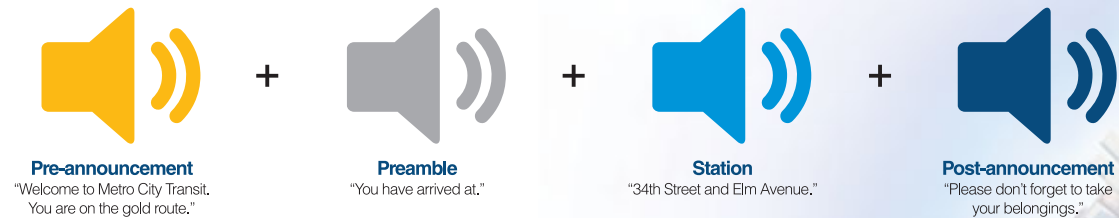
Expansion: Onboard announcements

Engage passengers with seamlessly integrated automatic audio and visual announcement systems that add a meaningful component to your on-board transit experience. Powered by SPOT’s intuitive messaging module, transit managers can quickly generate custom and canned announcements that accurately and reliably communicate critical stop and service message to riders. Our solution provides:

- ▶ Ambient, noise-sensing speakers & displays
- ▶ Customizable automatic triggers by GPS location or defined events, like door opens or stops
- ▶ Driver-initiated automatic announcements
- ▶ Options for text-to-speech, professionally recorded audio , or both
- ▶ Custom geographic dialects and multiple solution through free custom-recorded audio for the life of the contract.
- ▶ Rich, full-color video capable LCD displays that provide the flexibility to present essential information and on-screen entertainment

SPOT®: On-board announcement construction

On-board announcements are constructed by assembling together four components: Pre-announcement, preamble, station, and post-announcements.

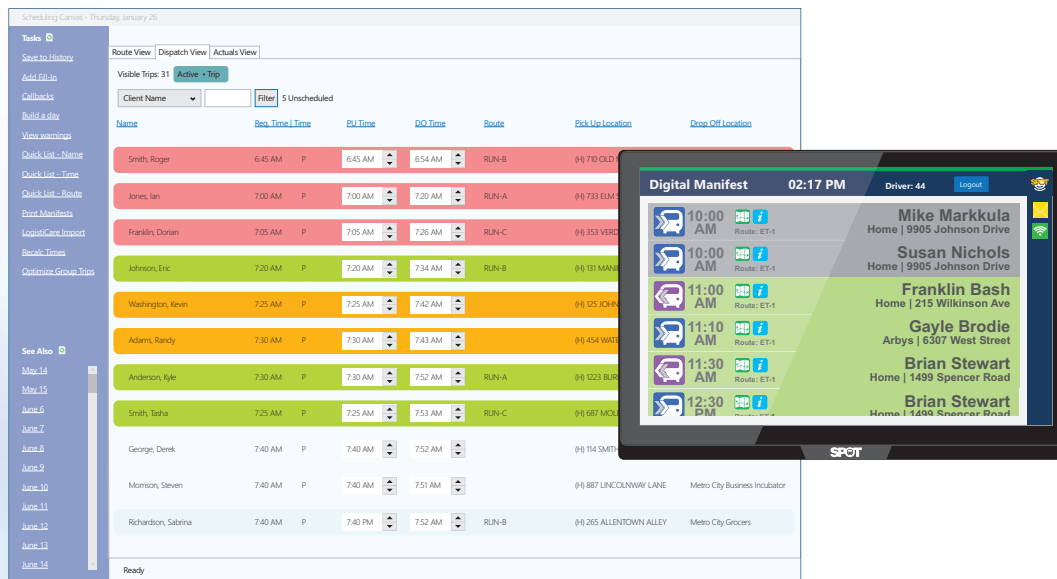


RESULT: "Welcome to Metro City Transit. You are on the gold route. You have arrived at 34th Street and Elm Avenue. Please don't forget to take your belongings."

Expansion: ParaPlan® paratransit

We understand that demand-response scheduling software needs to be easy, powerful and flexible. Gone are the headaches of manual scheduling and dispatch. Our ParaPlan®-powered mobility system delivers friendly touch-screen terminals with digital manifests, real-time updates, interactive mapping, and two-way dispatch and driver messaging.

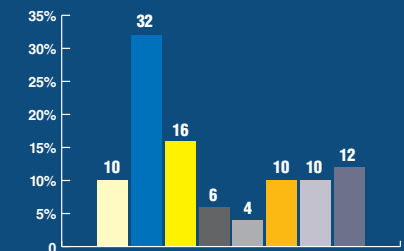
- ▶ Automatic system updates without user interaction
- ▶ Quick reservation booking and scheduling assistance
- ▶ Comprehensive reporting module
- ▶ Track referring agencies, funding sources, and fares



Route view allows you to see your runs side-by-side, then drag and drop your trips (left) and the MDT-based digital manifest simplifies driver tasks and eliminates uncertainty from manual processes.

Did you know?

In 2016, 16 percent of transit agencies named paratransit as the most desired technology for their operations—more important than automatic passenger counters, on-board announcements, and fare collection.



- Passenger counting
- Farebox
- Mobile video surveillance
- On-board announcements
- Paratransit scheduling
- Real-time updates
- AVL
- Other: ticket vending, smartphones, Microsoft Excel™

They said it:

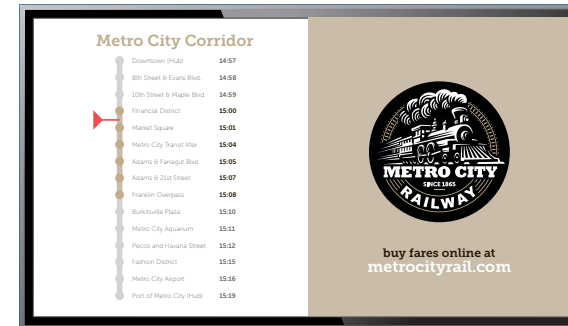
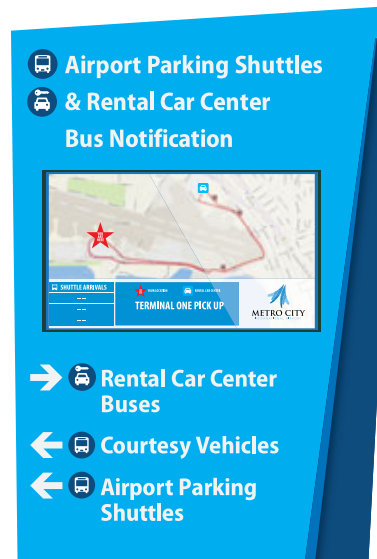
“The SPOT system delivers precisely what our customers have requested.”

*Evan Wexler
Executive VP of Operations
Sixt Rent a Car*

Expansion: Passenger info displays

ETA's passenger information display systems (PIDS) deliver incredible value and versatility to your rider communication efforts. These systems help to remove the uncertainty inherent to transit operations by providing riders with real-time updates, interactive maps, accurate arrival predictions, public service information, as well as the opportunity for revenue-generating advertising. When integrated with the SPOT™ platform, PIDS are updated automatically whenever a change is made that impacts the rider, providing a single point of control to roll out critical updates to your passenger. We provide multiple PIDS options, including:

- ▶ Single and multi-line variable message LEDs
- ▶ On-board and at-station LCD displays
- ▶ Single sign-on integration
- ▶ Exterior signs and kiosks



Provide riders with important system updates, rich content, and GPS-targeted advertising.

About ETA Transit: History & philosophy

Founded in 2003, ETA Transit got its start by providing its intelligent transit software as a white-label solution to strategic partners across the country. In 2013, ETA pulled back the curtain and began selling its SPOT™ ITS direct to transportation companies across the United States. Though sometimes considered by many to be a newcomer to the transit software industry, our systems have been in revenue service for far longer than most of our competition.

We stake our reputation on providing a fanatical level of customer service. Sure, service is an easy thing for a company to say it does well, but it proves to be very hard promise to back up. We back it up. With ETA Transit as your partner, here is the level of fanatical customer service you can expect to receive:

- ▶ Complete honesty with stakeholders
- ▶ Achievable deadlines
- ▶ Tailored ITS solutions that deliver on every promise
- ▶ True 24/7 support

Our personal approach to service demands an investment of energy; a synergy of empathy, compassion, and honesty at every turn. It's an approach that has seen ETA retain 95% of its customers over the course of our history—and no loss has been due to service or product-related concerns.

Our brand of customer service extends well beyond the technical support of our product. Our claim as the 'value leader' within the industry is based on view that our firm serves as an extension to yours. As your partner in transit, we provide numerous advantages you can leverage in your day-to-day operations, such as technology and industry consultation, active system monitoring, marketing support, custom report generation, lifetime professional audio recording, and much more. We're a responsive company; one keen to deliver the highest level of ownership experience at every turn. Ask our customers. When we say we'll be there for you, WE'LL BE THERE FOR YOU.

Schedule your personalized demo at (800) 382-0917



A woman-owned firm

ETA has been a woman-owned business since 2013.

Use of DBE/SBA installers

It is customary for ETA to enlist the services of local, certified disadvantaged businesses to perform installation activities



About ETA Transit: Coast-to-coast performance

They said it:

“It was not easy, selecting from among eight well-qualified firms. But, in the end, it was the positive responses from ETA’s various references that really put them on top.”

*Stephen Lashbrook
Transit Director
SMART (Wilsonville, OR)*



Discover more at etatransit.com

About ETA Transit: Contact



Corporate offices

Headquarters:

7700 Congress Avenue
Suite 2201
Boca Raton, FL 33487

Sales team

Eastern sales region

Steve Fershtman

(561) 221-0183

sfershtman@etatransit.com

Western sales region

Matt Sochar

(719) 960-4453

msochar@etatransit.com

Support team

(561) 948-1484

support@etatransit.com

etatransit.zendesk.com

24 / 7 / 365

Proud member of:



Schedule your personalized demo at (800) 382-0917



CEO

Nicole Castonguay
ncastonguay@etatransit.com

President / CTO

John Maglio
jmaglio@etatransit.com

CFO

John Davidson
jdavidson@etatransit.com

VP Systems & Support

Stephen Gunning
sgunning@etatransit.com

Director of Marketing

Matt Schroeder
mschroeder@etatransit.com



What drives you?

7700 Congress Avenue
Suite 2201
Boca Raton, FL 33487

(800) 382-0917 • etatransit.com

