



Airport Shuttle adopts Display for Station Announcement

OVERVIEW

MTR Airport Express Shuttle is a free and regular daily airport shuttle bus service that pick up and drop off patrons at major hotels in Hong Kong and key transport interchanges including Airport, Hong Kong and Kowloon stations.

THE CHALLENGE

The concept of info transport prevails in the transport industry for presenting new business opportunities. To provide better passenger information is one of the service pledges for improving service and elevating image.

While service automation has to be carefully designed without the need for laborious human intervention. In particular, the information and content to be disseminated have to be organized in a way that can be triggered easily with a simple button or keystroke.

THE SOLUTION

Providing an in-vehicle station announcement channel that shows next hotel stop information on LCD display screen in addition to the voice announcement in tri-lingual of English, Cantonese and Mandarin.

The control for next stop content is triggered by a specially designed keypad terminal which can also support the input of mileage, number of passengers get-on and number of passengers get-off.

MajorLink products & services include the announcement controller, electronic display, control keypad and implementation service.

Launched in Q3-2002.

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