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Press Release

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IMMEDIATE

MTA Receives Award for On the Go! Touch-Screen Travel Stations

The *On the Go!* Travel Station—a new interactive touch-screen introduced last year to five stations—has been recognized by the Intelligent Transportation Society of New York (ITS-NY) as one of its "Project of the Year" winners. The kiosk, which offers MTA travel information and a whole lot more, was named "Outstanding Project of the Year in Advanced Traveler Information Systems" by ITS-NY at its Nineteenth Annual Meeting and Technology Exhibition in Saratoga Springs, NY.

New York City Transit, Metro-North Railroad, Long Island Rail Road, Cisco Corporation, Comark, CCNY's University Transportation Research Center, and Antenna Design were all acknowledged for piloting a "first in the world" interactive, touch screen travel information kiosk that is "super user friendly" with an advanced design and an innovative concept of centrally feeding real-time travel information in New York City.

"These kiosks are part of our ongoing and clearly defined mission to bring New York's mass transit system into the 21st century through upgrades to the station environment," said MTA Chairman and CEO Joseph J. Lhota. "Ambitious new-technology communications projects, aimed at improving the travel experiences of our customers with real-time information, are helping us to create a more efficient and effective MTA for the millions of people who count on our service every day."

"These winning projects feature Intelligent Transportation Systems (ITS) and technologies at work in New York State to improve traveler mobility and safety, as well as the efficiency of New York State's transportation system across all modes of travel," said Dr. Isaac Takyi, ITS-NY President.

The *On the Go!* Travel Stations are currently in place at the Bowling Green 45, Atlantic Avenue – Barclays Center 2345B D NQR, and Jackson Heights-Roosevelt Avenue 7EFMR subway stations as well Penn Station (LIRR) and Grand Central Terminal (Metro-North).

The sleek, stainless steel enclosure supports a large screen with a colorful display, offering customers information about their entire trip, from planning with Trip Planner+, real-time service status, escalator & elevator status and local neighborhood maps. In addition, the MTA has partnered with third party developers to include applications which provide additional information, such as local history, shopping and dining options nearby provided by Zagat, myCitiApp, and History Bus. As added features, the screens provide news and weather information. Taken together, this is an unprecedented amount of information made available to subway and commuter rail customers in one handy tool.

On the Go! utilizes Cisco's Interactive Services Solution, a flexible and scalable platform which enables digital interactions through rich media, live video, real-time information, and user-friendly management tools. The *On the Go!* Travel Station leverages the power of network connectivity and interactive digital media to improve passenger experience, increase operational efficiency, and create new sources of revenue.

On the Go! can be customized for a specific location and by time of day. For example, at Penn Station, during the morning, the screen defaults to subway information and in the evenings it defaults to LIRR service. All content is remotely managed from a secure web-based management system and applications can be changed or updated as needed.

Designed by Antenna Design New York Inc., the stainless steel enclosure and its components are extremely durable and easy to clean and maintain. NYCT is working toward expanding the current pilot to other stations while generating new revenue through advertising.

In addition, Andrew Bata, Chief for Strategic Improvements and Best Practices at New York City Transit also received the Distinguished Member award of ITS-NY for his work on the *On the Go!* Travel Stations. The Intelligent Transportation Society of New York (<http://www.its-ny.org>) is the State Chapter in New York of the national Intelligent Transportation Society of America. ITS-NY is a non-lobbying, non-profit, 501(c)3 organization of public, private, and academic sector organizations having an interest in the research, deployment, and operation of Intelligent Transportation Systems in New York.