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Press Release   November 24, 2014

MTA Headquarters   IMMEDIATE

Three Promising Teams Win App Quest 3.0 Developer Day

These Teams and Others Move on to Compete for $50,000 in AppQuest Prizes

Ideas for Apps That Would Help the Disabled Navigate the Subway, Alert Customers About Nearby Elevator/Escalator Outages, and Rank Subway Lines

Nearly 40 app developers worked this past Saturday to generate concepts for the next generation of apps for MTA customers. The developers were participating in App Quest 3.0 Developer Day, a day-long workshop hosted by NYU's Center for Urban Science and Progress in Downtown Brooklyn that marks the first leg in the three-month, $50,000 app challenge.

Three of the participating teams were recognized in a "fast pitch" round in which developers had three minutes to summarize their app concepts in brief presentations. All app developers who participated in the Developer Day, as well as others who are participating from around the world, will have until February 3 to build apps and submit them for inclusion in the App Quest 3.0 challenge (more info: http://MTAAppQuest.com/).

The winning concepts are:

• **AccessWay**, by Mike Cush, Kristin Loeb, Dharmarajan Ayakkad and Aaron Pelzer. AccessWay is a mobile way-finding app that will use existing data streams and underground locational awareness to assist visually impaired customers navigate the MTA Subway system.

• **NYCSee**, by Michael Vilabrera. NYCSee would merge various existing data streams and underground locational awareness to tell customers where they are in relation to a subway exit and inform them of any outages of nearby elevators or escalators.

• **TranSight**, by Ash Kamel and Nathan Johnson. TranSight would grade subway lines with a score based on friendliness to the disabled, stop environment, wifi and cellular connectivity, wait time prediction, and on-time performance.

AT&T awarded the winning participants prizes of $500. The awards are designed to encourage the teams to continue their projects and submit their apps for consideration in the App Quest 3.0 contest.

App Quest 3.0 Developer Day was hosted by NYU's Center for Urban Science and Progress (CUSP) at its Media and Games Network (MAGNET) at the MetroTech Center. Participants had access to the full range of tools one would need to develop the concept for an app, and to teams of experts who were available to consult on accessing the MTA's new and existing open data feeds and the new availability of PROMObeacons being installed by Transit Wireless to create GPS-like underground locational awareness at the Grand Central-42nd Street subway station as part of App Quest 3.0.