



FIND THE BUS ROUTE ON INTERNET

Ataf improves the efficiency of Google Transit with Giscover.com project

Thanks to an agreement with Giscover.com – a company developing software for mobility management – Ataf, the transit company of Florence, has optimized the performance of Google Transit, adapting it to the demand of passengers.

The project started last year thanks to an agreement between Google Italy and the Province of Florence, which was in charge of the European launch of the Google Transit project after it had been introduced in Japan and the United States.

Together with the Gtt, the transit company of Turin, Ataf was the first Italian company present in Google Transit - the innovative tool created by the Google team to display routes, timetables and bus stops on the internet - free of charge. Just enter the starting point, the destination and when to travel, the programme calculates the best route and displays the route and other useful information on a Google Map.

The limits of Google Transit are rigid and the system is accessible only from Google Maps.

Giscover.com has created a tailor-made system for Ataf in order to make the use of Google Transit more flexible and to optimize its advantages.

Moreover, Giscover.com has made it possible to improve the services of Google Transit by including retailers, areas of touristic and cultural interest near the bus stops, and the location of the sponsor on the map.

Thanks to the cooperation with Giscover.com - specialists in digital and interactive mapping of cultural and nature itineraries –Ataf anticipates that all services offered by Tuscan transportation companies will be present in Google Transit by 2010.

Using Google Maps, Google Transit makes it possible to find information about urban public transport: entering the starting point and the destination, the system shows the walking distance to the bus stop, the number of the bus (or tram) and the name of the stop where the passenger needs to get off to reach their destination.

The objective of Google Transit is to provide an incentive to use public transport by offering a quick and simple system to come up with itineraries; it is hoped that an ever-increasing number of city dwellers will leave their cars in their garages.