



Orange partners with mxData to make the Tube Map available to all



Orange is one of the world's leading communications companies. The Group serves more than 170 million customers in five continents, of which two thirds are Orange mobile customers (109.6 million). In the UK, Orange provides high quality GSM coverage to 99% of the UK population. At the end of June 2008 Orange had 15.8 million active mobile customers in the UK.

The London Underground is nearly 120 years old and covers 275 stations across the capital and the South East of England. In 2007 1 billion passenger journeys were taken.



The Challenge

Orange wanted to provide a mobile Tube Map compatible across its range of handsets and also across all the Mobile Networks and provide journey planning, personalisation and a smooth and easy operation.

The Solution

Orange decided to work with mobile application specialist mxData. The operator was already familiar with mxData's successful TrafficTV application already one of Orange's most popular applications.

The mxData Tube Map is developed on their MXI platform and can be downloaded and viewed on all mobile platforms; Java, Windows, iPhone, BlackBerry, Android.

The Tube Map application enables travellers to find a station amongst the 355 on the system (includes GLR and Overground) plan your journey between two stations, select a home station and if you chose to uses the operators network access a live update of the service at any time direct from the TfL platform.

The Tube Map carries pre-roll and post-roll advertising enabling a revenue stream to support the free application.

The Tube Map can easily be shared with friends by simply using the 'send to a friend' option so that everyone can get this free service.

The Benefits

The Tube Map provides an easy to use service for the millions of travellers that use the London Underground every day. Easy to personalise and share with friends across any Mobile Network it provides a far more environmentally sound solution than the countless paper maps distributed in the stations.

The users benefit from 24 hour access to live TfL data with individual line information, status boards and alerts.

Simply text 'tubemap' to 60070.

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