



Reading Borough Council chooses mxData's metrotv to deliver live information on the mobile

Reading Borough covers a large town of 150,000 people and its environs in Berkshire. It is a major part of the M4 corridor with many technology businesses and international offices.

The Challenge

Reading Borough Council wanted to find a way to use the data and information it had within its UTMC database to help the towns many transport users make better informed decisions about their travel needs; increase the use of public transport and in doing so cut down on congestion and emissions. All this whilst offsetting the running costs of the service.

The Solution

Reading Borough Council chose metrotv from mxData enabling the council to integrate live localised council information from its UTMC database with traffic and travel information as well as local points of interest, and enable the public to access this information easily through their mobile phone or online.

metrotv can essentially take any UTMC information and deliver it, in real-time, overlaid on an easy to navigate map. With the local map downloaded onto the mobile phone the data transmission is kept to a minimum, and navigation around the map is quick and easy, enhancing the user experience.

Utilising data caching technologies, metrotv makes sure that data is not continually requested from council servers, generating data costs. Data that is requested is intelligently cached so that if in a predetermined time frame the data is accessed by another person the data is not retrieved twice from the council database. Such technologies result in driving down the cost of ownership.

The Benefits

Live CCTV images of the major road junctions alongside car park information makes metrotv a popular choice for local drivers. The live bus and train times provide both convenience and safety to local travellers. And the wealth of entertainment listings make going out in Reading much easier to plan.

The council has benefited from being able to disseminate useful live data to the community and will also be able to offset the cost of the service through advertising.

Simply text 'metrotv' to 60070.



"We realised that the solutions we already had on our website could be provided to the younger generation via their mobile phones"

**Marc Allen, UTMC & ITS
Systems Manager
Reading City Council**

"Our user numbers went up 25-30% when we added CCTV and it is heavily used, particularly when major events such as the Reading Festival are on"

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Live information for a generation on the move