

# MyTransport.SG

Transport Companion At Your Fingertips



Land Transport Authority (LTA) is a statutory board under the Ministry of Transport. LTA plans the long-term transport needs and spearheads land transport developments in Singapore.

MyTransport.SG ([www.mytransport.sg](http://www.mytransport.sg)) is a mobile channel providing a comprehensive range of travel information for both motorists and public transport users on a mobile platform. Launched on 16 March 2010 by the Land Transport Authority of Singapore (LTA), it acts as a complementary service to the two other transport portals: ONE.MOTORING and PublicTransport@SG.

## CHANGING LANDSCAPE FOR TRAFFIC AND TRANSPORT INFORMATION DELIVERY

MyTransport.SG was designed with smartphones in mind to cater to a growing population of savvy users who demand user-friendly information on the go.

With mobile penetration rate in Singapore reaching as high as 144% in 2010, our 3G mobile subscriptions have hit 4.7million. The corresponding rise of mobile surfing, in tandem with the rise of vehicular and resident population, has created an opportunity for a mobile transport companion to serve the needs of commuters and motorists.

Traditionally, transport information was limited to navigational systems that provided route details to help motorists and commuters get from point A to point B. What was lacking was the availability of real-time transport information to complement the route details and help the public to refine their travel plans.

## CHALLENGES

- Need for new channels of disseminating timely traffic and transport information to motorists and commuters.
- Proliferation of mobile devices led to increased demand for mobile applications.

## SOLUTION

- A mobile platform with location-based service technology built-in to give public easy access to real-time public and private transport
- Easy-to-use search function to draw key transit and traffic information from multiple sources
- Location-sensing technology to inform commuters on facilities and transport points of interest nearby

## BENEFITS

- Traffic and transport information from multiple sources captured onto a single mobile site
- One-stop mobile site, simplifies the process of checking on-road conditions, traffic news, parking availability and public transport services
- A mobile transport companion to give motorists and commuters a smooth journey



Android



iPhone

## FLEXIBLE MOBILE PLATFORM WITH BUILT-IN LOCATION-BASED SERVICE TECHNOLOGY

Using a mobile platform, MyTransport.SG offers both real-time public and private transport information with location-based service (LBS) technology built-in. Commuters can easily search between different key transit and traffic information, as multiple information is accessible on a single mobile site.

This simplifies the process of checking on road conditions, ERP locations/rates, parking availability in town, Park and Ride car parks, public/premium bus services, MRT/LRT stations, taxi call numbers and even the latest COE bidding results, since all the travel tools are located on one main site.

Location-based services are also available for mobile phones with location-sensing capability. Commuters are able to locate the nearest land transport points of interest such as bus-stops and MRT/LRT stations at a touch.

The site is designed for popular mobile browsers like Safari 4.0, Android browser, Windows Mobile IE 5.0 and 6.0, Opera Mobile 9.7, Opera Mini and Blackberry, and is built with the latest cutting-edge technologies (HTML5.0).

Another key piece of technology used is the Mobiliser, an in-house development framework that enables the system to detect and analyse the mobile device browser and phone capability and present the appropriate pages that best uses that phone's capabilities.

For more information, please visit <http://catalyst.ncs.com.sg/mobile>

