

Sound familiar...?

Metro is departing
just as you
arrive, and the
next train is
coming in...
20 minutes!



If you knew the schedule in advance, you could
better plan your route.

TransitScreen



For Businesses:

Real time display of all transportation options to inform visitors, keep them engaged and enjoy their experience

TransitScreen



For governments, institutions and employers:
Helps solve TDM problems, raises public awareness of transit (especially buses), and provides a public informational service at low cost

What is a TransitScreen?

- **Live displays** of arrival times from all major transit agencies
- Displays on anything from **smartphones** to **tablet** computers to **flat screen TVs**
- **Cloud-based** web software
- Operates on **WiFi** networks
- Works on **existing screens**
- Fully **customizable** content

The screenshot displays a TransitScreen interface on a tablet. It shows real-time arrival and departure times for various transit lines and stations. The interface is organized into sections for different transit agencies and lines, with arrival times and counts displayed in a clear, color-coded format.

Agency/Line	Destination	Arrival Time	Count
Capital Metro	25th St & Pennsylvania Ave NW	12	3
Capital Metro	24th & N St NW	9	6
WB Circulator	Georgetown - Union Station (Westbound)	3	3
WB Circulator	Dupont-Rosslyn (Westbound)	4	8
WB Penn & L	38B Westbound to Ballston Station	3	6
WB Penn & L	D5 Westbound to Sangamore Rd	8	8
WB Penn & L	31 Westbound to Friendship Heights Station	14	8
M Dupont Circle	RD Grosvenor-Strathmore	1	1
M Dupont Circle	RD Glenmont	3	3
M Dupont Circle	RD Shady Grove	5	5
M Dupont Circle	RD Silver Spring	6	6
M Dupont Circle	RD Glenmont	10	10
EB Circulator	Georgetown - Union Station (Eastbound)	7	12
EB Penn & L	36 Eastbound to Maylor Rd Station	1	1
EB Penn & L	32 Eastbound to Southern Ave Station	17	17
EB Penn & L	31 Eastbound to Foggy Bottom Station	17	17
EB Penn & L	38B Eastbound to Faragut Square	24	24
M Foggy Bottom	OR Largo Town Center	0	0
M Foggy Bottom	OR Vienna	3	3
M Foggy Bottom	OR New Carrollton	4	4
M Foggy Bottom	OR Vienna	5	5
M Foggy Bottom	OR Largo Town Center	6	6

What does TransitScreen display?

- WMATA Metro
- Metrobus
- Capital Bikeshare
- Circulator
- Arlington Transit (ART)
- Prince George's "The Bus"
- GMU (Mason) Shuttle
- Univ. of Maryland (DOTS) Shuttle
- Coming soon: Twitter feeds, Car2go, Zipcar



TransitScreen: History

- A product of **Mobility Lab** (Transit Tech)
- Development led by **Eric Fidler** and **David Alpert**
- A commercial application for the **greater public good**
- **Matt Caywood** advised the project, took over programming role, and realized the need for startup
- Met **Ryan Croft**, local entrepreneur already active in travel and mobility
- Officially launched in March 2013.



@TransitScreen

Visit:

TransitScreen.com

“a sleek dashboard that aggregates essential information for commuters”

May 8, 2013, 10:40am EDT | **UPDATED:** May 8, 2013, 3:46pm EDT

Q&A: Ryan Croft and Matt Caywood of TransitScreen



Bill Flook
Staff Reporter-
Washington Business Journal
[Email](#) | [Twitter](#)

District-based Transit Screen tells you when your bus and train is coming. This may seem like a simple thing, but no one appears to have done it well yet — creating a big opportunity for co-founders [Matt](#)





Goodbye Traffic

A **three-month-old startup** may have the answer to DC gridlock. (Vehicular, not political.) No, it doesn't involve **flying cars**.



“While urban areas [like DC and Arlington] have the most public transportation options, Ryan and Matt are also considering expanding to high density office markets in suburbs...”

- Tech Bisnow

Partnerships with Georgetown BID, Ballston BID, Columbia Pike CPRO

Innovation & Job News

Transit Screen signs partnerships with Georgetown and Ballston BIDs

ALLYSON JACOB | THURSDAY, MAY 09, 2013

Transit Screen is expanding its reach. The company, which makes screens that show real-time bus and Metrorail arrivals, has formed partnerships with the Georgetown Business Improvement District (BID) and the Ballston BID to place screens in public areas and test whether they reduce pedestrian crowding and encourage the use of transit.

SHARE     

 ENTREPRENEURSHIP,
TECHNOLOGY, TRANSIT

Ballston LaunchPad Challenge

- Selected June 1st as one of 14 Semifinalists from 200 entries
- Program backed by Ted Leonsis and Ballston BID
- Will pitch to Ted Leonsis in November for investment funding.



Our Team

- Matt Caywood (DC-based founder)
- Ryan Croft (Arlington, VP of Business Development)
- Director of Communications
- Programmer
- UI/UX, Screen Designer



TransitScreen

Major Agreements

- 6 Displays in Washington, DC
- 5+ installations for Georgetown
- >10 installations in San Francisco

Since launch, 20 screens with proposals pending for an additional 30+ installations.



Strategic Partners

- Ballston BID
- Capital Riverfront BID
- City of Falls Church
- CPRO – Columbia Pike
- Georgetown BID
- The Penrose Group
- Douglas Development
- George Mason University
- Ballston Launchpad
- DDOT & goDCgo



capital bikeshare

BIKES

DOCKS

25th St & Pennsylvania Ave NW

12

3

24th & N St NW

9

6

WB Circulator



Georgetown - Union Station (Westbound)

3 MINUTES 3 19



Dupont-Rosslyn (Westbound)

4 MINUTES 6 31

WB Penn & L

38B

Westbound to: Ballston Station

3 MINUTES 6

D5

Westbound to: Sangamore Rd

8 MINUTES

31

Northbound to: Friendship Heights Station

14 MINUTES

M Dupont Circle

RD

Grosvenor-Strathmore

1 MINUTE

RD

Glenmont

3 MINUTES

RD

Shady Grove

5 MINUTES

RD

Silver Spring

6 MINUTES

RD

Glenmont

10 MINUTES

EB Circulator



Georgetown - Union Station (Eastbound)

7 MINUTES 13 16

EB Penn & L

36

Eastbound to: Naylor Rd Station

1 MINUTE

32

Eastbound to: Southern Ave Station

17 MINUTES

31

Southbound to: Foggy Bottom Station

17 MINUTES

38B

Eastbound to: Farragut Square

24 MINUTES

M Foggy Bottom

OR

Largo Town Center

0 MINUTES

OR

Vienna

3 MINUTES

OR

New Carrollton

4 MINUTES

OR

Vienna

5 MINUTES

BL

Largo Town Center

6 MINUTES

Customizable content

16th St + L St

S2	Northbound to: Silver Spring Station	5 MINUTES	51 81
S4	Northbound to: Silver Spring Station	21 MINUTES	

16th St + M St

S2	Southbound to: Federal Triangle	19 MINUTES	52 82
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M Farragut North: 3 min bike ride 8 min walk

RD	Shady Grove	3 MINUTES	
--	Train	7 MINUTES	7

1776
WHERE REVOLUTIONS BEGIN

This demo screen is brought to you by TransitScreen.com

K St NW+ 15th St NW(Main)

80	Southbound to: Kennedy Center	10 MINUTES	37
80	Northbound to: Fort Totten Station	11 MINUTES	41
D6	Eastbound to: Stadium - Armory	15 MINUTES	45
D6	Westbound to: Sibley Hospital	43 MINUTES	

capital bikeshare **BIKES** **DOCKS**

Thomas Circle **27** **5**

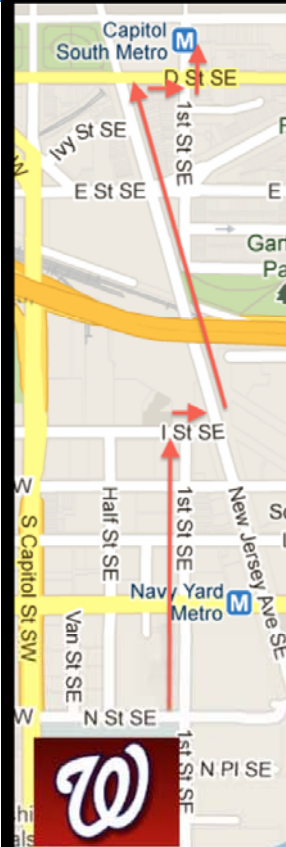
K St NW+ 14th St NW

80	Northbound to: Fort Totten Station	11 MINUTES	12 41
↻	Woodley Park - Adams Morgan - McPherson Square Metro (Northbound)	12 MINUTES	12 24
D6	Eastbound to: Stadium - Armory	15 MINUTES	15 44

M McPherson Sq: 5 min bike ride 7 min walk

--	Train	0 MINUTES	
OR	Vienna	0 MINUTES	

Maps and Wayfinding



Avoid the crowds! Capitol South Metro Orange and Blue Lines are only 7 blocks north!

This demo screen is brought to you by
TransitScreen.com

M Navy Yard-Ballpark

--

Train

0

MINUTES

M CAPITOL SOUTH

--

Train

0

MINUTES

2
7

BL

Largo
Town
Center

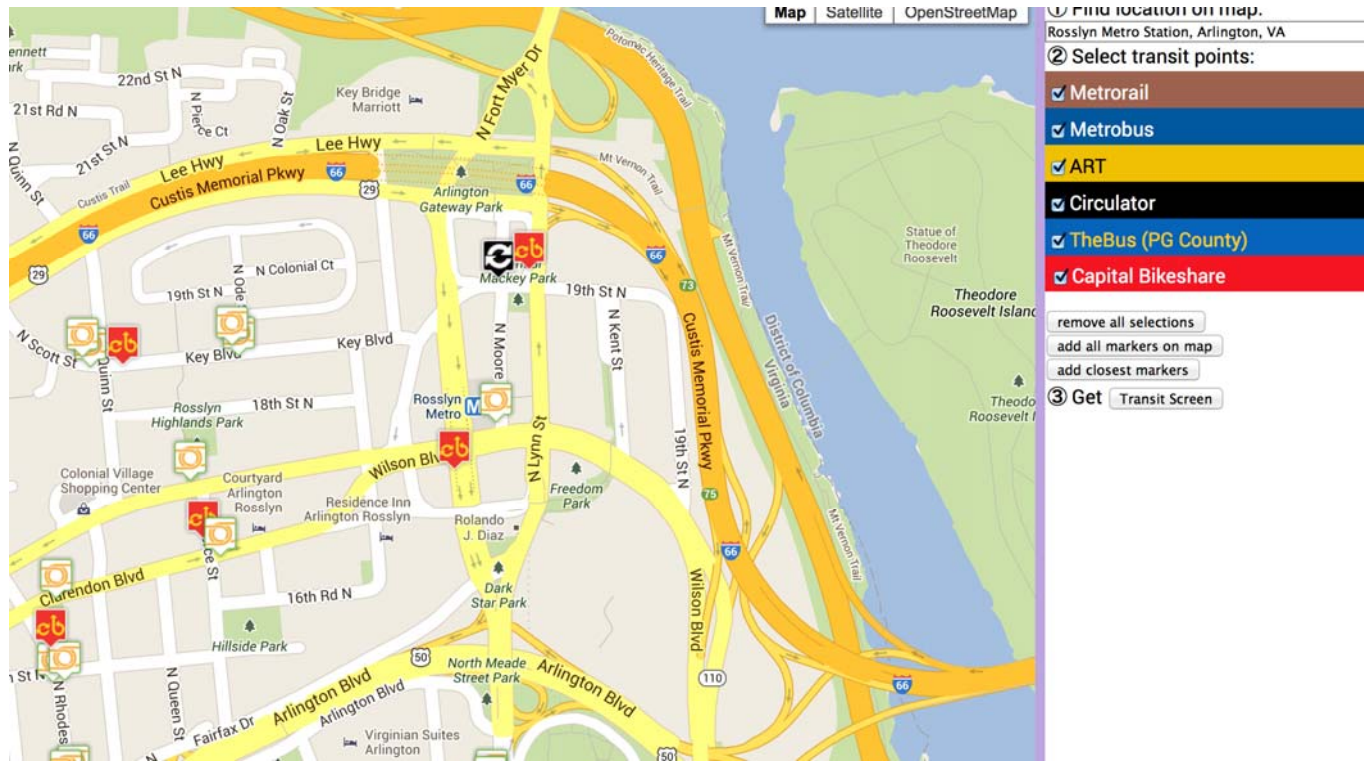
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MINUTES



TransitScreen

Custom designs for better U/X



- We generate Transit Screen from a street address and customize each screen for reliability and better UX.

New Data Feeds Coming Soon!



Added functionality:

- Custom Twitter feeds
- Car2go data
- Zipcar
- Airport delays for hotel lobbies



Benefits to the Neighborhood

- Promotes **safe, public transit**
- Reduces traffic, parking needs
- Helps TDM program
- Lowers carbon emissions
- Lessens dependency on vehicles
- Reduce infrastructure & transportation costs



Thank you!

Contact:

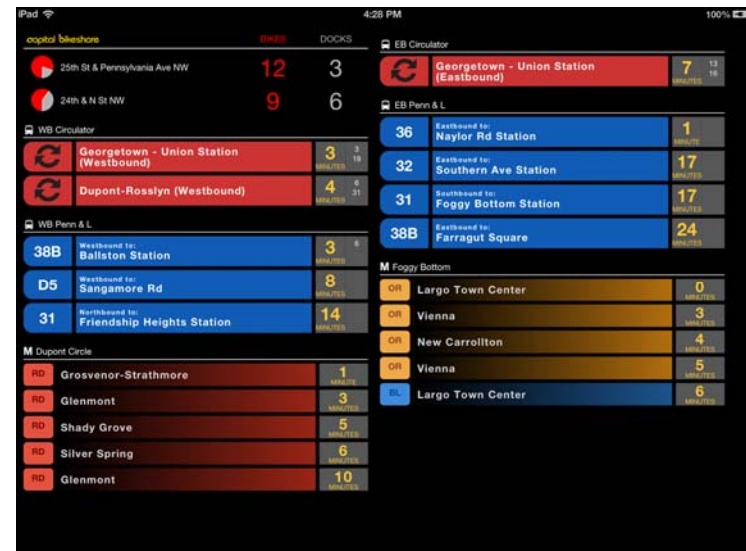
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TransitScreen.com