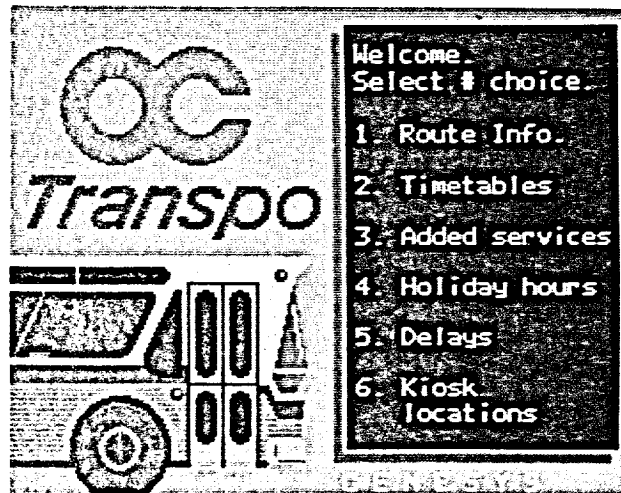




THE NEXT BUS WILL ARRIVE AT...

The Ottawa-Carleton Regional Transit Commission is one of the most progressive urban bus transportation systems in North America.

The system, called OC Transpo, has experienced continuous growth since 1972 when the bus service was regionalized in Canada's capital. The region has a population of 500,000.

In its first decade, OC Transpo has shown itself to be an innovator in providing transit information.

It started with system maps posted in shelters, route maps posted at bus stops and an automated schedule information system which can be accessed from home telephones.

The most recent service improvement has been the addition of video displays of schedule information using the high-resolution graphics of NAPLPS technology. Units are installed in shopping centres and the inter-city bus transportation terminals.

The displays show the bus route number, name, and the number of minutes until the next two arrivals at the stop. Colour-coded symbols indicate the status of the route: a short, medium or long delay is indicated by a green, blue or magenta dot.

A trip less than five minutes away is displayed in yellow while the last trip on a route is highlighted by a cyan box. A last trip less than five minutes away is accompanied by a flashing dot.

The system was developed by Teleride/Sage and Genesys, a videotex applications firm.

Transit control and information systems are being marketed throughout Canada and the United States. In one installation, in Mississauga, a suburb of Toronto, Canada, a 35 per cent increase in ridership was reported by the Mississauga Transit Authority.

Further information can be obtained from Teleride/Sage, Suite 500, 156 Front Street West, Toronto, Ontario, Canada, M5J 2L6. Telephone (416) 596-1940. Or Genesys, 1755 Courtwood Cres., Ottawa, Canada, K2C 3J4. Telephone (613) 226-8740.