

Swiss Innovation Lab is Announcing MyAid – a Solution that is Improving Accessibility for Passengers with Disabilities and Elderly

Easy to install solution for increased driver's awareness

Bienne, 26th June 2017 – Swiss Innovation Lab, a system and software house offering innovative beacon solutions, has released its first version of MyAid - a solution that aims to simplify the usage of public transport for people with disabilities and elderly. Since recent statistics show that people with disabilities represent around 15% of EU population (source: Eurostat) it is inevitable that there is a need for a new solution that will simplify usage and enrich time spent in public transport for those passengers.

Persons with disabilities, reduced mobility and elderly represent a quite heterogeneous group, but are all experiencing certain inconvenient situations when using public transport. All those difficulties are influencing their day-to-day tasks and have a negative impact on their sense of independence. Difficulties include issues with ticket purchasing and validating when entering the bus in the back, getting on the right bus while at a busy stop, seeing/hearing the next stop information for disembarking on the right station etc. In order for public transport not to be a source of stress or anxiety for passengers, implementation of a solution that'll completely change the journey experience from getting in the vehicle to the end of the journey is necessary.



What is MyAid?

Rooted in and developed out of a deep understanding of transportation barriers that affect lives of people with disabilities, reduced mobility and elderly, MyAid aims to provide assistance that will simplify the journey and encourage more passengers to use public transport.

MyAid's main objective is to raise driver's awareness about passengers that require specific assistance. The hardware component of MyAid comes with integrated gBeacon, Swiss Innovation Lab's patent-pending GPS based beacon, and with 4 LED lights for communication between driver and passenger's

mobile app. MyAid is typically installed right next to the driver and is using Bluetooth Low Energy (BLE) signals to detect passengers' smartphone when in proximity.

Software component includes the app or SDK for passengers. The MyAid app, available both for Android and iPhone, works as an aid which is allowing passengers to be informed and request support via their smartphone. Once the passenger has requested support, the LED lamp on the MyAid panel lights up and informs the driver that assistance/action is needed.

Four LED lights can be customized to increase driver awareness in situations such as:

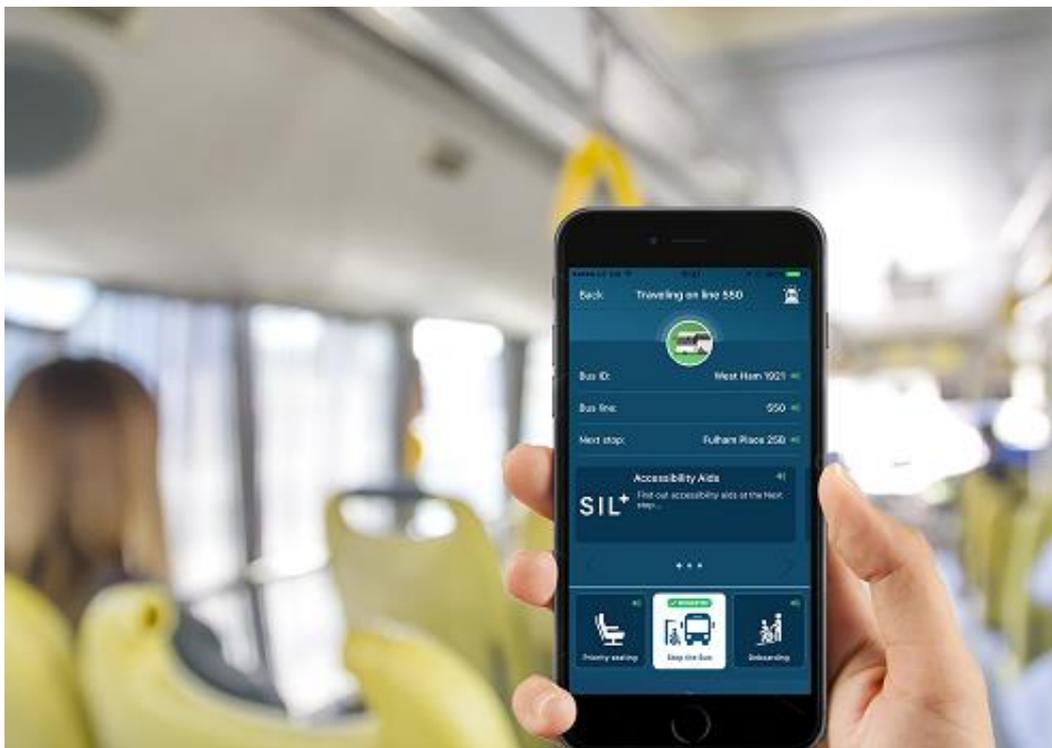
- In Proximity – indicating that there is a person with disability/ elderly person in proximity of the bus,
- Boarding/Deboarding - to indicate that a person has requested boarding support or, when travelling, deboarding support,
- Priority seating - to indicate that a person needs priority seating,
- Stop the bus/Emergency help - to indicate request to stop the bus at the next station as well as to inform the driver in case of emergency.

Communication via the app can be customized based on the passenger's needs by using voice commands, vibration notifications or audio notifications.

Seamless travel experience = more people encouraged to use public transport services

MyAid is on one hand easy to use (for both passengers and the drivers), and on the other hand provides valuable support. Besides its basic functionalities it can also be of great assistance in ticket purchasing process. Fare collection through a is fully automatic (BiBo – Be In, Be Out) thanks to its integrated GPS receiver and virtual stop handling which is enabling logging of travelled routes to be done in the background.

Simple installation of MyAid, which can operate standalone or can be configured to interface with existing board equipment and be powered by the vehicle's onboard battery, makes its implementation easy as a breeze, while benefits for the passengers are enormous.



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About Swiss Innovation Lab AG:

Swiss Innovation Lab is a system and software house offering innovative beacon solutions for Smart Mobility and Smart Cities which enable seamless travel experience and enrich time spent on transportation. Company was founded in 2013 and has headquarter in Bienne, Switzerland with a subsidiary company SIL d.o.o. with offices in Zagreb and Varazdin, Croatia. We offer highly versatile engineering, hardware and software development solutions and mobile app design from concept, definition, app development, testing, maintenance and support. Corner-stone of our offerings is g-Bacon, our patent-pending GPS based beacon which support multiple use cases.