



# Press Kit

**TransitScreen** is a live transportation display – information about all transit types, instantly available. Helpful information is customized specifically for a location by address (and even floor).

Information about transportation choices is displayed at a glance – live and in real time. Compare train times to bus arrivals on your way to work in the morning. Know when the employee shuttle arrives so you aren't caught waiting in the cold. Grab another cup at the coffee shop while you wait for your streetcar. Catch a Lyft or an Uber instead of bikeshare if it's raining. Our products help turn precious time into resources and opportunities, helping people make informed, sustainable decisions to improve quality of life.

Our service is active in every major city in the US and Canada, and select European cities. We support more than 10 languages including English, Spanish, Portuguese, French, Italian, German, Chinese, Japanese, Korean, and Hindi.

## About Us

<b>Founding Story</b> CEO Matt Caywood had a problem. In 2011, he did not know when the next bus was arriving and which to take. He used multiple window browsers to evaluate options. Thereafter, he lead efforts with the Mobility Lab in Arlington, VA to digitize the local bus schedules and reduce traffic problems. The Company was then formed.	<b>Mission</b> Improve quality of life with local, real-time information
<b>Venture Investors</b> 1776 Ventures and Middle Bridge Partners, among other real estate and transportation tech angels	<b>Offices</b> Washington DC (HQ), New York, London
<b>Green</b> 100% carbon emission offset of all displays and corporate operations. Healthy mobility for employees through bikeshare memberships and FitBit challenges.	<b>Team</b> 20 teammates with no car-driving to work

## How It Works ([product video](#))

TransitScreen shows your nearest transportation choices including bus, train, ferry, bikeshare, carshare (Enterprise/ZipCar/Car2Go, etc), rideshare (Uber/Lyft, etc), private shuttles, real-time drive times, and local information (weather, date, time, etc).

The screenshot displays the TransitScreen app interface with the following sections:

- Houston & Broadway (5 min walk):**
  - M2.1 Soho Spring St Crosstown: 5, 16 min
- Broadway & Houston (7 min walk):**
  - X1 Eltngvle Transt Ctr via Hylan Bl Rich Av: 0, 6 min
  - X17 Arden Hts Huguenot Av via Nj: 8, 19 min
  - X10 Pt Richmond via Narrows Rd: 12, 24 min
- Spring Street Station (8 min walk):**
  - 6X Northbound: 2, 10 min
  - 6X Pelham Bay Park: 2, 10 min (SCHEDULED)
  - 6 Northbound: 3, 6 min
- Broadway-Lafayette Station (5 min walk):**
  - D Norwood - 205 St: 0, 10 min (SCHEDULED)
  - F Jamaica - 179 St: 2, 8 min (SCHEDULED)
  - M Middle Village - Metropolitan Av: 3, 15 min (SCHEDULED)
  - B 145 St: 4, 14 min (SCHEDULED)
  - B Brighton Beach: 5, 15 min (SCHEDULED)
- Prince Street Station (7 min walk):**
  - R Bay Ridge - 95 St: 2, 12 min (SCHEDULED)
  - R Forest Hills - 71 Av: 2, 12 min (SCHEDULED)
  - W Astoria - Ditmars Blvd: 5, 15 min (SCHEDULED)
  - W Whitehall St: 7, 17 min (SCHEDULED)
- citi bike:**
  - MacDougal St & Washington Sq: 22 bikes
  - Cleveland Pl & Spring St: 25 bikes
  - Mott St & Prince St: 6 bikes
- UBER:**
  - uberX: 1 min away
- Metro-North:**
  - Grand Central Station (30 min walk):
    - HAR Southeast: 0, 29 min (SCHEDULED)
    - HUD Croton-harmon: 4, 34 min (SCHEDULED)
    - HAR Mount Kisco: 6 min (SCHEDULED)
    - HAR North White Plains: 9, 32 min (SCHEDULED)
    - NH New Haven: 18 min (SCHEDULED)
- Local Information:**
  - 1776 logo
  - Walk Score 100
  - 2:47 pm
  - Tue, January 17
  - Now: 40°F, Mostly Cloudy
  - 3 PM: 37°F, Light Rain
  - 4 PM: 36°F, Light Rain

TRANSIT SCREEN

## Real-time Displays

Nearly all the information shown on screen is real time, up to the minute. We can tell you exactly when a bus will arrive – real-time information, as opposed to scheduled arrivals. (If real-time information is unavailable, we will add scheduled arrivals to the screen, but they will be clearly marked).

## Company Name

**TransitScreen** is written as a single word with no space, both ‘T’ and ‘S’ are capitalized. TransitScreen is a registered trademark of TransitScreen, Inc.

..people use TransitScreen to save time and efficiently find sustainable transportation..



A TransitScreen **display** is any screen that shows TransitScreen information.

## Logo

TransitScreen logo in GT Pressura font, “TRANSIT” is bold and “SCREEN” is thin.



On white or light backgrounds, use the “On Light” logo with “Dark” text and “Blue” line. Here it is shown on our “Light” background.



On black or dark backgrounds, use the “On Dark” logo with “Green” text and “Blue” line. Here it is shown on our “Dark” background.

## Icon

If our rectangular logo does not fit, or the text appears unreadably small, our icon should be used instead.



## Brand Colors



“Dark”  
#223B47



“Green”  
#7FEC90



“Blue”  
#2AA7DD



“Light”  
#F7F7F9

## Web Assets

Website: <https://www.transitscreen.com>

Facebook: <https://www.facebook.com/transitscreen>

Twitter: <https://www.twitter.com/transitscreen>

# MobilityScore®

MobilityScore helps you understand how easy it is to get around. It works at any location or address within the US and Canada and gives you a score ranging from 0 (no mobility choices) to 100 (excellent mobility choices).

MobilityScore takes into account all transportation choices that can be found on TransitScreen displays, including:

- Public transit (subways, trains, buses, ferries, cable cars...)
- Carsharing services (Zipcar, Enterprise, and one-way services like car2go)
- Bikesharing services
- Hailed ridesharing services (taxis, Uber, Lyft...)

MobilityScore® is a registered trademark of TransitScreen, Inc. Please use the appropriate registration marks and link to [www.transitscreen.com/mobilityscore](http://www.transitscreen.com/mobilityscore) for the first reference to each trademark on a page, post, or article.

Please capitalize the M and S. Do not include a space between the words.

**Correct Use:** MobilityScore

**Incorrect Use:** Mobility Score, mobilityscore, Mobilityscore

MobilityScore should be used as an adjective, never as a noun or verb.

**Correct:** MobilityScore rating



## Press

- [Washington Business Journal: How TransitScreen Impressed Real Estate Giant AvalonBay](#)
- [CityLab: A Smarter Way to Visualize Zillions of Travel Options](#)
- [Chicago Tribune: The Bar's TouchTunes jukebox can now help you get home safely](#)
- [Time Warner Cable: Austin, TX Tackles Traffic Woes with TransitScreen](#)
- [Atlantic City Lab: These Real-Time TransitScreens Belong in Every Lobby](#)

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