

BriteWay-XR™
CONNECTED PASSENGER GUIDANCE



Better wayfinding and journey planning for customers



Benefits for travellers

Enhanced wayfinding experience

BriteWayXR provides personalised wayfinding for travellers through Augmented Reality (AR) on their smartphone. This helps them navigate stations, airports, and other large venues more easily, giving them greater confidence, saving time, and reducing stress.

- **Accurate Visual Positioning** - means it can be used even in the underground. Examples of use are finding the way to platforms, lifts, shops, toilets, and special access routes for wheelchair users.
- **Additional location-based information** - can be displayed on the user's screen with Contextual Notification. For example, advance notice of delays, alternative routes to minimize congestion and promotion for retailers and brands currently served on digital signage. The Visual Positioning switches to GPS seamlessly when outdoors to guide people on their onward journey.

Improved journey planning experience

BriteWayXR is the smart way for customers to pre-plan visits to any transport hub. For the vulnerable or disabled it is a vital support that helps to lower anxiety and health risks.

- **Increase familiarity** - to those who have never visited a place, helping to remove anxiety. Travellers see what's inside before arrival.
- **Increase confidence** - to travel and explore their travel route across multiple hubs, purchase goods for collection on arrival, and speeding their journey.



Benefit for rail and airport operators

Greater data insights to improve efficiency.

Movement data analytics and insights is one of the key operator benefits. Briteyellow provides analytics of the metadata of people flow inside buildings using data from the BriteWay app.

- Accurate insights about people flow across spaces and waypoints allows operators to optimise use of staff resources by having the right people available when needed.

Enhance crowd monitoring and forecasting.

Congestion monitoring and heat mapping inside buildings and waypoints helps operators improve customer experience. The data is also provided to customers to help them make intelligent choices about travel times and routes.

- The app metadata can be integrated with data from existing video cameras or Briteyellow's sensors.

Increase safety and maintenance monitoring.

BriteWay helps monitor the location of any vulnerable passengers or staff within buildings that request tracking. And to guide staff to within a metre of any asset location for training, health and safety or maintenance purposes, for instance, heating, plumbing, escalators, sensors etc.

- The user can view Augmented Reality content about any assets in the room.
- Users including managers, supervisors, workers, and passengers can share location with approved personnel, making it possible to know where staff are located and to rescue them faster in an emergency.

Better traveller communications

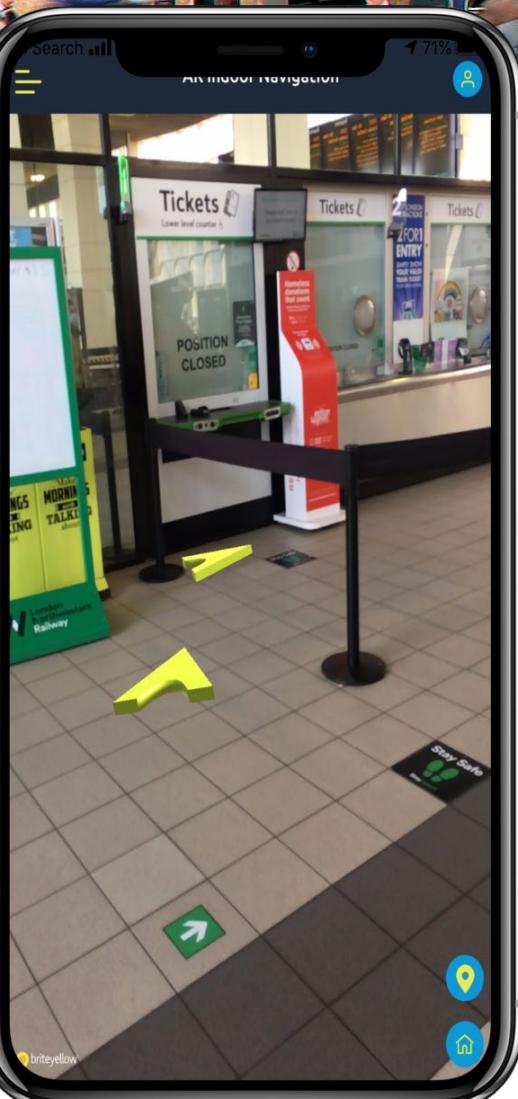
BriteWayXR provides a mobile channel for better interaction with customers. Location-based messages inside buildings can be provided within the app with Alerts or via SMS text, all managed from the Briteyellow Dashboard.

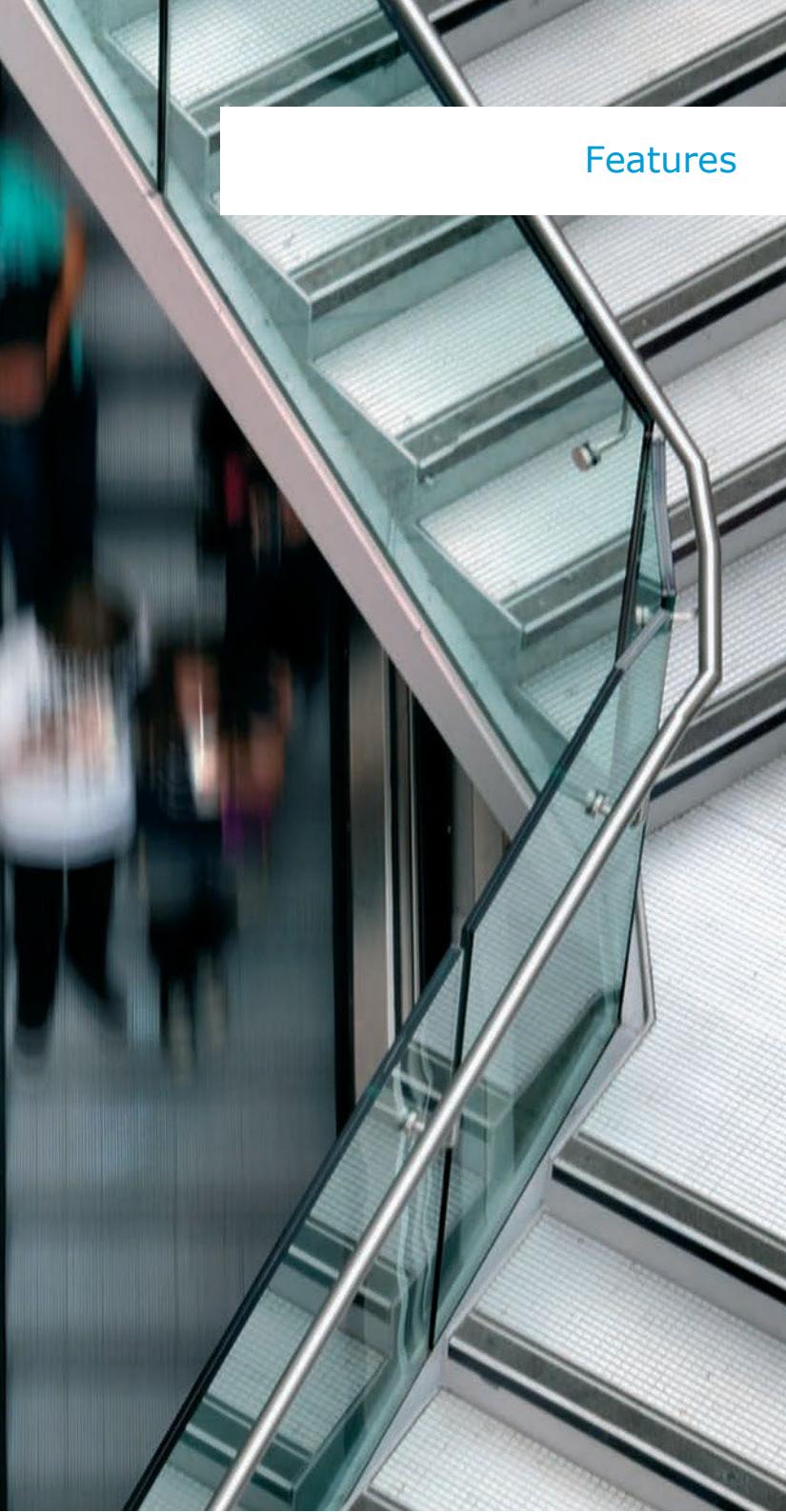
- It allows audio and video content to be streamed to the device as well as offline SMS text messages, based on the users' location and profile.
- The user remains in control of all alerts to avoid receiving unwanted messages.

Open Content APIs

BriteWay is a stand-alone app with a cloud based back-end system. It does not require integration with any other software. However, we can interface with pre-existing wireless sensors where available.

- BriteWay's APIs enables content to be imported or exported to other third-party applications and systems.
- BriteWay can also be integrated with existing mobile applications through our development kit.

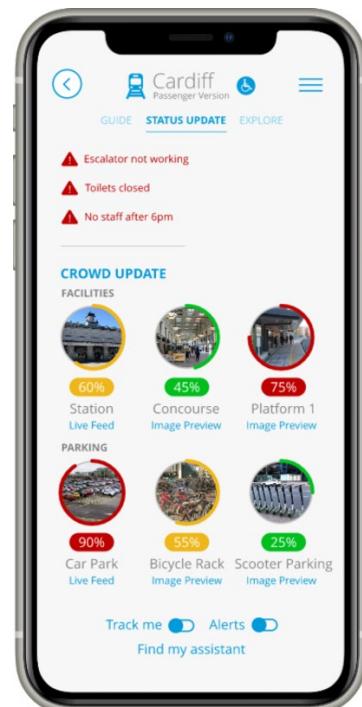




Features

BriteWayXR provides people with a simple, personalised, smart phone alternative to confusing fixed maps, permanent signage, and touch screens.

- Enhanced indoor wayfinding using Augmented Reality
- Improved journey planning with Virtual Reality
- Boost safety and monitoring with accurate visual positioning to within 1m
- Increase engagement and interaction with augmented reality and location-based alerts indoors
- Improve Insight with real-time data analytics (motion tracks and heat maps)
- Multi-venue support (indoor and outdoor)





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