

## BERRY NICE!

4<sup>th</sup> June saw the official start of the British berry season. To celebrate British Summer Fruits have commissioned Ubiquitous to provide 10 branded berry taxis. The taxis started the season with an eye-catching procession of scrumptious strawberry or rapturous raspberry cabs (comprising of 2 liveries and 8 megasides) from The London Eye. British Summer Fruits also used the opportunity to give thousands of free delicious punnets of strawberries and raspberries to Londoners from the cabs at Victoria Station, Paddington Station, Charing Cross Station and Oxford Street.

British berry fans also got the chance to win a month's supply of berries by sending a picture of themselves in one of the special Ubiquitous berry taxis to Superberries.co.uk – the first ten received the prize in the form of Sainsbury's vouchers



superberries.co.uk. We are very excited about the potential for this activity, which promises to make a real impact on the streets of London.”

Andrew Barnett MD of Ubiquitous explained; “Taxi advertising offers both broadcast & uniquely targeted opportunities. In this instance we use our intelligent approach to provide a bespoke campaign for British Summer Fruits with maximum exposure which places the product directly into the consumer's hand.”

## TAXI MANAGEMENT SYSTEM AT HEATHROW TERMINAL 5



Over 1 million taxi movements are predicted by 2012 Olympics at Heathrow. Steria, a leading European end-to-end IT services provider, has been appointed by BAA to deploy a taxi management system at the new Heathrow Terminal 5. The Steria solution will reduce taxi waiting times and enable BAA to control and track taxi access.

Steria currently provides its taxi management system for London Heathrow Terminals 1 to 4. The system handles over 60 transactions per minute and has 95 Interfaces. This will rise to 120 with Terminal 5. Collectively the Steria system is predicted to manage over 1 million taxi movements across all terminals by the opening of the 2012 London Olympics. The system has been tailored to meet BAA's specific needs. It draws on a core system already installed by Steria at Charles de Gaulle airport in Paris. The Heathrow implementation provides an intelligent despatching procedure, which is able to reduce waiting times at the rank and allow for the smooth, timely flow of taxis across all terminals.

Fixed and hand held devices monitor taxis equipped with RFID tags which identify both vehicles and drivers. This data is then transmitted back to the system headquarters over a wireless network. Taxi management agents at both the feeder park and terminal ranks additionally communicate via handheld devices, allowing flexibility for BAA to manage unplanned factors, such as roadwork's, which may impact the speed at which taxis are despatched.

Izaura Padrao, BAA General Manager, Heathrow Commercial Transport, said: “Steria's solution has provided great benefits in the two years that it



Feeder Park at Heathrow

has been implemented. The system can respond to real time variations in demand, is faster, fairer and can significantly improve taxi flow around the airport.”

The real time supply of taxis to the ranks has delivered service value for the airport through further reducing waiting times. One of the main hurdles that BAA needed to overcome when the project commenced was to secure buy-in from those in the taxi trade. The system has led to greater transparency, which supported the

work being done by Heathrow and the Heathrow Taxi Trade Partnership HTTP.

Since implementing the Steria solution in 2004, BAA has recorded a 20% increase in the number of registered taxis. Further registrations are expected once Terminal 5 is launched and in the build up to the 2012 London Olympics.

Izaura Padrao continued: “Terminal 5 is an extremely important development for BAA, therefore we selected a supplier who we could trust in delivering a complex integration project that ensured high quality of service to our customers, both passengers and taxis. We are pleased to see that the project is ahead of schedule and on budget, which is not always the case for multifaceted projects of this type.”

Hannah Birch, Account Director, Steria Limited, said: “We're delighted to have extended our contract with BAA. It reflects not only the quality of our solution offering, but our commitment to long term customer partnerships.”