



Route 19 Schedule Link



# What If All Your Buses and Stops Could Broadcast a Web Link People Could Receive On Their Phone?

## Now You Can Do That and More With Sonar!

TransitPoint Sonar is based on Bluetooth Low Energy Beacon technology combining specialized beacons and receivers designed for IoT (*Internet of Things*) applications. When combined with the Google Physical Web standard, we can use Sonar to broadcast links that any phone or tablet running Google Chrome can read with no need for installing a special app. If you do have an App for your Agency, it can be enhanced to read Sonar Beacons for automatic notifications when sonar equipped stops or buses come within a designated range. Sonar doesn't just stop there though... It can be used for automatic arrival and departure alert triggers, opening secure gates, communicating special needs passengers, gating access to premium on-vehicle content & more!



### Vehicles

Sonar equipped buses can broadcast a dynamic URL that links to the route page of the route currently being served, even with Inter-lining



### Stops

Forget QR Codes and hard to remember stop numbers, a Sonar equipped stop can broadcast a link to it's stop page complete with real-time information



### Arrival Alerts

Forget GPS, Sonar's 1.5m accuracy, means no false alerts even with low angle bays. Sonar is two-way, so you can also trigger alerts with a push on the top of the beacon



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Stop 1102 Next Bus Link



# TransitPoint Sonar Smart Beacons

## Sonar Smart Multi-Beacon



The TransitPoint Sonar Smart Multi-Beacon is the heart of any Sonar Deployment. The beacon is based on a customized Bluetooth Low Energy (BLE) 4.0 Controller that is capable of broadcasting multiple standard beacon types such as Apple beacon, Google Eddystone, and Google Physical Web. In addition it can broadcast special custom beacon types that can contain any type of telemetry which can be received by the Sonar Beacon Transceiver.

The Beacon is powered by a pair of user replaceable AA Batteries giving it an amazing 3-5 year battery life.

The Beacon is enclosed in a fully IP65 Weatherproof Enclosure and can be mounted anywhere with no need for any wiring or connectivity.

Custom versions of the Sonar beacon including buttons for departure alert triggering, larger battery capacity, or connections for specialized sensors are available, as well.

## Sonar Beacon Transceiver



The TransitPoint Sonar Beacon Transceiver provides a smart interface for any number of beacons. The Transceiver is capable of constantly listening for the presence of beacons, as well as changes in beacon signal strength or payload. From these observed signals the Transceiver can intelligently decide when to relay commands or beacon telemetry to MessagePoint's cloud management platform.

The Sonar Transceiver acts as the gateway between the low power Bluetooth Radio signals and Ethernet or WiFi to allow data to be relayed as needed.

Measuring only 2.5 Inches Square and Capable of being powered by USB, the Transceiver can be installed nearly anywhere and can even be embedded inside of TransitPoint Intelligent Displays to support Sonar enabled applications.

