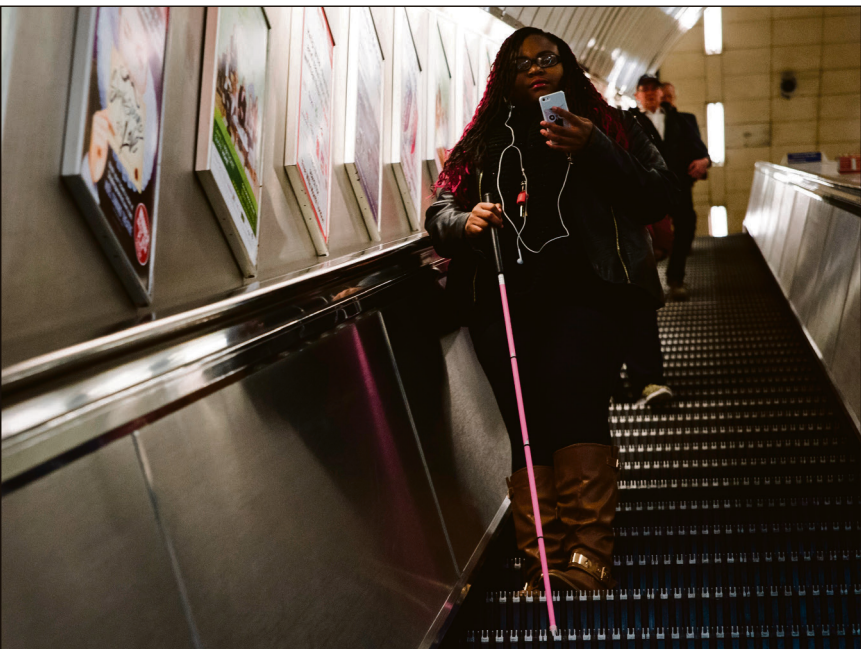


Visually impaired Londoners trial new travel app



AN innovative smartphone app that helps blind and partially sighted people navigate the city independently is being trialled at Pimlico station.

The 'Wayfindr' system uses Bluetooth beacons to transmit a signal to mobile phones. The app is then able to locate the user and give audible directions to guide them through the station.

Sixteen of the beacons have been installed at Pimlico station where a number of young, visually impaired Londoners are now testing the app during a month-long trial.

London Underground's director of customer strategy Mark Evers said: 'We are delighted to be able

Did you know?

London Underground and London Overground provide a 'turn-up-and-go' assistance service so people who need to be guided through stations don't have to book in advance.

This year, Tube staff will be moving from behind ticket windows to ticket halls, gate lines and platforms, where they can offer more help to customers where it is needed most.

■ Visit tfl.gov.uk/accessibility for useful guides and maps

to support this trial, which has developed directly from the desire of visually impaired people to get around on their own.

'While we have staff at all Tube stations to help people whenever they need it, we're always keen to see how technology and innovation can help open up and make our networks more accessible.'

The app has been developed by the Royal London Society for Blind People's Youth Forum and ustwo, a studio that builds digital products and services.

The aim is for Wayfindr to standardise all audio signage

across the TfL network, making it easier for blind and partially sighted people to use public transport.



C'mon Londoners!

Sign up to Penny for London and help a young Londoner escape the threat of poverty every day you travel with TfL

And get a complimentary Caffè Nero coffee and buy-one-get-one-free Leon Restaurants breakfast when you get on board*

#easy1peasy

Go to pennyforlondon.com

*see pennyforlondon.com for T&Cs



Celebrate the Johnston font

LONDON Transport Museum's Depot in Acton will open its doors this Saturday to celebrate the 100th anniversary of the famous Johnston font.

Tours take place at 11am, 11.30am, 2pm and 2.30pm this Saturday.

In 1916, Edward Johnston, an expert in calligraphy and medieval handwriting, devised a modern style of alphabet and incorporated it into a re-worked version of the Underground's world-famous 'roundel' logo. This helped to make London's transport signs more visible and easier to use.

The tours will offer design fans an insight into the challenges, and ultimate success, of designs so strong and adaptable they now represent the idea of London itself.

Tickets cost £10 (£8 concession). Book tickets at www.ltmuseum.co.uk or call 0207 565 7298.



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London Travelwatch

London's transport watchdog
call 020 3176 2999, or visit
www.londontravelwatch.org.uk

*Service and network charges apply.
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Take your newspaper with you or put it in a recycling bin.

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