

Aberdeen Bus Passengers First to Enjoy On-board Entertainment

Thursday 13 February, 2014

Bus passengers in Aberdeen are thought to be the first in the world to enjoy hi-tech onboard entertainment on the backs of seats - using smartphones and tablets.

Thanks to augmented reality technology customers simply scan a trigger on seat backs to open up a channel of interactive videos with a choice of content including interviews with staff, information about services, view theatre trailers or even buy theatre tickets as well as surf the net.

The ground-breaking initiative has been introduced on 35 First Aberdeen buses in the city which have free WiFi for customers. Since its launch in November last year, thousands have accessed the channel content which can be changed and updated at anytime.

They simply follow instructions to download the free First Scotland augmented reality app from App Store or Google Play and then scan the trigger to have the video channel streamed to their mobiles.

Duncan Cameron, First Aberdeen Director and General Manager, said: "Our new augmented reality channel brings our seat backs to life and I hope makes bus travel that little bit more interesting and enjoyable.

"We believe we are the first transport company in the world to use this kind of technology on the backs of our seats and its helping us attract new customers on to our buses."

-Ends-

Notes to Editors:

First Aberdeen is the largest bus operator in the city. More than 175 buses transport around 50,000 people every day across Aberdeen. The company operates from its King Street bus depot and employs more than 500 staff. For more information visit www.firstaberdeen.com

First Aberdeen is part of FirstGroup, the leading transport operator in the UK and North America.

<http://www.firstgroup.com/>

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