

Arriva UK Bus Launches Next Generation App

Friday 25 October, 2013

- Arriva UK Bus has launched its latest customer mobile application

The new Arriva Bus App for iPhones and Android-powered smartphones is designed to make it easier for people to get around by bus.

The app includes times for Arriva bus services, location details for nearest bus stops and destination arrival times so people can plan their journey more efficiently.

Arriva UK Bus, which was the first bus operator to launch mobile ticketing in the UK, has partnered with HaCon to provide the technology for its new Mobile Travel Companion app.

Powered using HaCon's journey planner software HAFAS, the technology will make it possible for Arriva UK Bus to deliver further improvements to the app in early 2014, including real-time information for customers.

Mike Woodhouse, marketing manager for Arriva UK Bus, said: "Arriva has been at the forefront of the bus industry in the UK in mobile technology for a number of years and with HaCon's system we will be able to maintain our position as innovators, while delivering real benefits to our customers.

"HaCon has been working with Arriva's parent company Deutsche Bahn in Germany for years and this has allowed us to see the benefits of the system in a real world environment. With HaCon's experience in delivering success within the industry, we know that our new Mobile Travel Companion will be a hit with customers and has the capability for us to deliver more improvements for passengers in the future."

More than 4,000 Arriva buses in the UK have been fitted with HAFAS Smart VMS technology. The technology works by gathering GPS-based real time data from buses which can be fed to all output channels for passenger information systems, including the new Arriva Bus App.

To find out more about the Arriva Bus App click [here](#).

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