

LTA and Google collaborate to help travelers get to their destinations around Singapore faster and easier

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Singapore, November 19, 2009 – With a daily public transport ridership of 6 million travelling by buses, taxi and trains; and more than 870,000 other vehicles on the roads in Singapore, commuters and motorists can now better plan their trips on Google Maps through a unique collaboration between Google and Singapore's Land Transport Authority (LTA). Mapping, directions and route planning for various forms of land transport modes - from buses to trains to cars to even by walking - are now all available for free on Google Maps. Transit and traffic information are also available on mobile devices with Google Maps for Mobile, so commuters and motorists can check the latest updates to make route changes on-the-go.

Singapore is the first country in the world to provide this comprehensive range and nation-wide coverage of land transport options on Google's global online map platform. Today at the Dhoby Ghaut MRT station, LTA's Chief Executive, Mr Yam Ah Mee, and Google's Geospatial Technologist, Mr Ed Parsons, launched this new service at maps.google.com.sg/transport.

Under this collaborative effort, LTA provided key transit and traffic information such as live traffic feeds and public bus/MRT routes and schedules. Google combined the high quality of LTA's transit data, and worked with Quantum Inventions, a Singapore company, to integrate traffic data, on the popular and familiar user interface of Google Maps. The integration of LTA's information on Google Maps complements existing LTA and third-party travel planning tools for commuters.

Whether a private car owner switching to go by bus or MRT, or a public transit rider choosing to drive or take a taxi, or even one of 10 million international visitors each year finding their way around, the Singapore public can now check all of their land transport options to make an informed decision on the quickest, most convenient route and method to reach their destinations. For example, each time a Google Maps user requests driving directions, the user will be given the opportunity to plan the same trip using public transit - a useful option when the driving route is highlighted as red or experiencing heavy congestion.

"In line with LTA's vision for a people-centred public transport system, we have launched several initiatives to help commuters better manage their travel time, transfers, and make more informed transport decisions. Recent initiatives include PublicTransport@SG which has received good responses of 679,000 average page views monthly," said Mr Yam Ah Mee, Chief Executive, LTA. "The collaboration with Google is another step in this direction to make it even easier for the public to plan their trips with transit and traffic information on Google Maps, whether travelling to their nearest shopping mall or across the island to their favourite eating joint."

"Google's goal is to bring LTA's accurate, comprehensive land transport information together on a global mapping platform for easy access, search and use on PCs and mobile phones by millions of Singaporeans and Google Maps users around the world," said Mr Ed Parsons, Geospatial Technologist, Google. "Google Maps seeks to provide users with tools to help them explore the world around them and working with LTA to improve the daily lives of Singaporeans is an example of how Google can partner with government agencies to serve the public on a national scale."

Mapplets increase usefulness of Google Maps

Mapplets are useful mini-applications developed by third parties that can be added directly on to Google Maps Singapore. With just a single click of the mouse, users can customize their Google Maps by adding useful tools created just for Singapore.

The three highlighted mapplets on the left navigation panel on maps.google.com.sg are incidents, ERP locations/rates, and cycle routes (from National Parks Board). The incidents mapplet is based on LTA data and displays real-time traffic incidents, constructions, and road closures island-wide. If the traffic looks sluggish, you can find out what is causing it by clicking on the pin to get additional details such as when and where the incident happened.

Other Singapore mapplets can be found in the My Maps directory including petrol station finder, carpark finder, highway cameras and more.

About Land Transport Authority

The Land Transport Authority (LTA) is a statutory board under the Ministry of Transport, that spearheads land transport developments in Singapore with the vision for a people-centred land transport system. For more information, please visit www.lta.gov.sg.

About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, please visit www.google.com.sg.

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