

turningpoint

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SENDA LAUNCHES CHRONOMOVE SERVICE ON IPHONE FOR PARIS EVENT



CHRONOMOVE, the real-time, urban trip comparison service from SENDA, was launched on the iPhone Appstore for residents and visitors to the Festival of the Digital City held in Paris from 29th May to 7th June 2009.

Using CHRONOMOVE, travellers can choose their best urban trip option in terms of not only type of transport (bus, underground, car, bike, walking) but also travel time and cost. Time of arrival can be estimated and carbon emissions managed.

"We created CHRONOMOVE to provide people in cities with more flexible, self-tailored and greener trips," explained Angel Talamona, CEO, SENDA. "And later this year we will be adding a real-time alert feature so 'CHRONOMOVERS' can share timely, valuable content to help each other manage trips."

J2ME platforms with world mobile operators, SENDA is now working with these operators to drive recurring revenues from premium service selling, advertising and ticketing on CHRONOMOVE. A major brand is already trialling CHRONOMOVE's 'Movement Based Advertising' which enables consumers to be targeted by destination, estimated time of arrival and choice of transport.

CHRONOMOVE's real-time urban trip comparison engine features NAVTEQ content and the application was awarded 1st runner-up prize at the NAVTEQ LBS Challenge EMEA 2008. NAVTEQ also supported the launch of CHRONOMOVE in Barcelona last February during Mobile World Congress 2009.

Travellers can choose the best trip option in terms of mode of transport, travel time and cost

Having successfully piloted the application on the iPhone and

 **senda**
SIMPLIFIES MOVEMENT IN CITIES