

Cisco Interactive Services Solution

Every day, thousands of travelers are planning their trips, discovering new restaurants, and getting where they need to go using the Cisco® Interactive Services Solution. Now you can see it in action.

Visit the kiosk at any one of these NYC MTA subway stations:

- Penn Station (31st Street and 8th Avenue, Midtown Manhattan)
- Grand Central Station (42nd Street and Park Avenue, Midtown Manhattan)
- Bowling Green Station (Broadway and Battery Place, Manhattan Financial District)
- Atlantic Avenue–Pacific Street Terminal (Brooklyn)
- 74th Street and Roosevelt (Queens)

Featured at the 2012 National Retail Federation show in NYC, the Cisco Interactive Services Solution is transforming the customer experience. As the technology platform behind the NYC MTA On the Go! Travel Station, the kiosk is improving the passenger experience and creating a new revenue source for the MTA.

With the innovative Interactive Services Solution, NYC MTA is engaging and assisting travelers by providing the following services and more, all at a touch of the screen:

- Real-time service status
- Customized travel directions
- Transit system maps: subway, bus, train
- Neighborhood maps
- Information about local restaurants, shopping, and places of interest
- Dynamic video advertising

Learn more about the Cisco Interactive Services Solution at mta.info/innov-onthego.htm

