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Steria launches in Singapore a new innovation center dedicated to mobility.

Within the last 10 years, Steria has deployed numerous innovative services in Singapore, improving the daily lives of 4.5 million Singaporeans and the productivity of the city's businesses.

With 60 Asian and European engineers, the Singapore entity has become Steria's innovation centre for the development of mobility dedicated solutions and services. The centre's expertise lies in its ability to combine the latest communication technologies (RFID, GPS, GSM, M2M…) in order to create innovative services supporting mobility. The vast range of applications covers various subjects such as real time and personalised information for transport times, fleet management, mobility of senior citizens, delivery optimisation and emergency services management.

Steria's centre, which is dedicated to the development of these solutions, opened recently in Fusionopolis (www.fusionopolis.sg), Singapore's new scientific powerhouse, where international high technology companies have based their R&D offices. Singapore's government has granted Steria, this new Innovation Hub for the development of its activities, among which:

<u>Urban transport optimisation:</u>

- **TrafficScan improves traffic data collection through Innovation:**

The TrafficScan system serves to provide speed information on major roads in Singapore. It rides on the taxi despatch system of a local taxi operator to utilize taxis equipped with Global Positioning System (GPS) receivers as probe vehicles to gather the speed information.

With the introduction of the General Packet Radio Service (GPRS) and the completion of Land Transport Authority (LTA)'s i-transport Platform, the TrafficScan system has been enhanced to collect more data and extract more information, improving the accuracy and reliability of traffic speeds reported by the system.

- **Real-time Bus Information on Panels:**

The BusAIS system designed and implemented by Steria in Singapore consists of LED panels deployed on each bus shelter, indicating in real-time and with minimum communication delay, the estimated arrival time of the next two buses. These panels inform every 1-minute arrival time, filtering false information, and monitoring the operational status of buses. Today 50 bus stops are equipped with this system, mainly along Orchard road and in the Central Business District. A pilot project is also displaying a combination of bus and MRT arrival time near selected MRT stations.

- **Bus information system on mobile phones:**

Due to the changing lifestyles and work conditions in urban environments, BusAIS has evolved to an SMS gateway mobile application. This BusAIS SMS platform enables users to get estimated bus arrival time in real time on their mobile phone through SMS alerts. The innovative mobile application makes public transport information accessible by everyone, everywhere.

- **Optimized Taxi Dispatch System:**

Steria is bringing innovation to Singapore roads, by providing a state-of-the-art dispatching system to a major taxi operator in Singapore. Mobile terminals in taxis provide a wealth of functionalities such as real-time bookings, map navigation and messaging to drivers. The system also enhances customers' experience with various channels of booking (internet, SMS, mobile), faster dispatch of taxi and support for cashless payment methods.

- **Food Delivery Resource Optimization:**

In order to optimize mobile workforce, Steria has implemented a full-scale management system for managing delivery vehicles for a major fast-food chain, thus improving fleet management, ordering and delivery efficiency. Today, this system helps to support various different order types and various means of ordering (web, phone). It has also automated customer look up from registered numbers, matching orders with restaurants and automating the allocation of delivery resources.

Emergency services management:

Steria's answer leverages GPRS and 3G networks to position target population groups and support people with special needs, for example senior citizens suffering from Alzheimer. It enables automatic geo-localisation of these populations, and allows web/SMS/mobile checks. The solution, private to each subscription group, also enables emergency assistance alliance, emergency positioning and route guidance.

About Steria: www.steria.com

The leading end-to-end IT services provider in Europe for companies which consider new technologies a vital part of their business strategy, Steria focuses on setting up strategic partnerships with its customers in each of its key markets: the public sector, finance, telecommunications, utilities and transport. Steria offers customers integrated services including consulting in core business processes as well as the development and operation of their information systems. In October 2007, Steria acquired the British firm Xansa.

The new group employs over 19,000 staff in 16 countries, including 5,000 in India. On December 31, 2007, Steria revenue amounted to €1.4 billion (€1.9 billion pro forma). The Group, headquartered in Paris, is listed on the Euronext Paris market.

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