



SIRC

Software Information Resource Corp.

Travel information for a major transportation authority comes to Amazon's Alexa

An Inseparable Part of Running a Major Transportation Network



Alexa's Virtual Assistant is reaching and helping millions in a busy metropolitan area. Helping deliver complex schedules and service announcements in the form of accessible conversation.

Owners of Amazon Echo devices can now find out what their regular commute will be, through Amazon's cloud-based voice service - **Alexa**.

Integration with a major transport authority Real-time Intelligent Transport Assistant (RITA) for Alexa, which provides real-time train, ferry and light rail travel information, supplies customers with easy, hands-free access to network updates and disruptions on their daily Trains, Ferries and Rail journeys. Customers just need to activate the RITA skill for Alexa by searching and enabling the app on smart devices.

"We recognize that the information landscape is shifting towards voice services, which is why we have been so quick to adopt and innovate in this space. We see our transport service disruption information as a perfect match with Alexa."

-A Major Transportation Authority, Deputy Secretary, Customer Services