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Chile's Red Movilidad expands services of Luminator's Next Stop system

- *Buses now include advertising and offer new content and entertainment for users*
- *Innovation will be extended to all lines in 2025*

Red Movilidad, the urban public transport system in the city of Santiago, Chile, and one of the most modern and advanced in the world, has, since the beginning of the second half of this year, been using advertising incorporated into the Próxima Parada bus information system. Supplied by Luminator Brasil, a company specializing in transport technologies for buses and trains, the equipment provides real-time information on the stations along the route of the lines, providing more comfort, convenience and safety for passengers, and contributing to faster and more efficient stops.

"Luminator Technology Group's Próxima Parada system began equipping Red Movilidad buses in 2022, initially providing a map of the lines and information about the next bus stops on a TFT screen and audio. Now, we have added another service, with advertising, bringing new content and entertainment to users," explains Guilherme Demore, director of Luminator Brasil.

Próxima Parada is one of the latest technologies developed to raise the level of comfort, convenience and safety in urban public transport. The combination of visual and audible warnings makes the system accessible to everyone, including people with hearing or visual impairments. Because it operates in real time, passengers receive information about detours, construction sites, transfer times with other modes and can better plan their journey.

For the operator, Próxima Parada makes it possible to monitor routes more effectively, enabling adjustments to be made as necessary; it helps with data analysis, enabling optimizations in operations and fleet maintenance; it improves relations with users and, with advertising, it can offer on-board entertainment and be a source of revenue.

Growth potential in Brazil

The Próxima Parada system is already in use in Brazilian urban public transport in cities such as Rio de Janeiro, Curitiba, Sorocaba (SP), Caxias do Sul (RS) and Goiânia, among others, and several cities are studying its implementation, with variations in the associated technologies.

According to Guilherme Demore, for some municipalities, the initial investment needed to install and maintain audio and video systems can be an obstacle. "In these cases, the option of broadcasting advertising can amortize the investment and make its implementation feasible," he says.

Another relevant aspect that has hindered the adoption of Next Stop in Brazilian cities is the challenges in terms of infrastructure and the lack of an integrated public transport system that allows the different modes to communicate.

About Luminator Technology Group Global, LLC

Luminator Technology Group delivers globally recognized technology solutions that increase intelligence, safety, and efficiency for public transit operations. Luminator Technology Group (Luminator) was established and is purposefully architected to make a lasting impact on the transit technology market. Combining strategic research and development with smart acquisitions, we are merging a broad range of expertise and new technology along with best-in-class products from successful, well-known regional companies into one cohesive, global organization.

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