

**PRESS RELEASE**  
**21 November 2012**

**For Immediate Release**

## **New Tools for Measuring Passenger Experience**

### **Launch of EU FP7 METPEX Project**

The METPEX FP7 research project was launched on November 1<sup>st</sup>, 2012, followed by a kick-off consortium meeting, held at the University of Coventry premises on 8th and 9th November 2012. METPEX stands for “**ME**asurement **T**ool to determine the quality of **P**assenger **EX**perience” and it will run for three years with the aim to develop and evaluate a standardised tool to measure passenger experience across whole journeys. The development of an inclusive, validated passenger experience measurement instrument is the first step in creating high quality, user centred, integrated, accessible public transport services, which are capable of attracting and retaining public transport users whilst meeting sustainability targets. To this end, METPEX will (1) develop an integrated approach to the measurement of the whole journey passenger experience that takes into account human (physiological, perceptual, cognitive, sensory and affective) socio-economic, cultural, geographic and environmental factors, (2) assess the costs of ‘inaccessible transport’ for different sectors of society, (3) assess the extent to which the measurement of the passenger experience can be used to drive innovation and attention to transport quality from the customer’s perspective in the transport industry, (4) evaluate the passengers experience from different regions of Europe and support the integration of regional transport networks into an European transport network and (5) facilitate the harmonization of travel behaviour research and analysis across EU countries.

The outcomes of the project will be available for the wider scientific and stakeholders communities at the end of the project, in order to provide more immediate and ready-to-implement evaluation methods related to quality and accessibility issues in the transport system.

*"The METPEX tool will provide reliable data which can be used by transport providers, policy makers, vehicle designers and municipalities to measure and benchmark their services and to assess where changes need to be made which will increase efficiency and effectiveness of service delivery",* said project coordinator, *prof. Andree Woodcock* of Coventry University. The 3 M€ research and development effort brings together 16 European partners, from 12 countries. As part of this effort, SBOING has secured more than 140 K€ of EU funding in a competitive environment of EU research grants. SBOING’s role in the project includes contributions to the development of the METPEX tool for mobile devices (smartphones and PNAs), and to the collection, processing and evaluation of passenger feedback, to be acquired through the SBOING user community.

**ends**

## Notes to editors

**METPEX** is co-funded within the Seventh Framework Programme (FP7) - SST.2012.3.1-1 call that is research actions regarding the accessibility of transport systems. The sixteen consortium members are: 1) Coventry University, UK, 2) Interactions Ltd., Ireland, 3) Signosis, Belgium, 4) ITENE, Spain, 5) Zurich University of Applied Sciences, Switzerland, 6) Eurokleis s.r.l., Italy, 7) Politecnico di Torino, Italy, 8) Regional Development Agency of Grevena S.A., Greece, 9) KTH Royal Institute of Technology, Sweden, 10) Integral Consulting R&D, Romania, 11) Fédération Internationale de l' Automobile (FIA), Belgium, 12) VTM Consultores, Portugal 13) JARZEMSKIS IR EKSPERTAI, Lithuania, 14) **SBOING, Greece**, 15) Tero Ltd., Greece and 16) Agency "Roma Servizi per la Mobilità" (RSM), Italy.

**Coventry University** is a forward-looking University recognised as a provider of high quality education and multidisciplinary research which has an established presence regionally, nationally and internationally with over 15,000 Students and 1,800 staff. Strategically, Coventry University is focussed on its applied research agenda and to this end has organised its research objectives around 6 Grand Challenge Initiatives (GCI); Integrated Transport and Logistics (IT&L), Low Carbon Vehicles, Digital Media, Low Impact Building, Ageing Society and Sustainable Agriculture. These GCIs are underpinned by the 2 cross cutting themes of Environmental Technology and the science of Metrology. This strategy enables Coventry University to integrate the wide range of expertise housed across the University Faculties and Schools (Engineering and Computing; Business, Environment and Society; Health and Life Sciences; Coventry School of Art and Design) in a true multi-disciplinary fashion. Additional support to the GCIs is available through CUE's research institutes and in particular, SURGE, whose mandate is the socio-economic issues of sustainable urban regeneration.

<http://wwwm.coventry.ac.uk/Pages/index.aspx>

**SBOING.NET** ("navigation beyond") is an ICT SME, which specializes in developing GPS-navigation software, systems and services with advanced routing and travelling information services, utilizing a crowd-sourcing paradigm. SBOING's multidimensional business model ranges from B2B (B2B2C) to B2C and targets the global market, both retail and wholesale. It is based on an innovative (internationally patented), collaborative Web-2.0 / Web-3.0 technology for the collection, processing and distribution of traffic data to provide improved routing capabilities for GPS navigation. Users record their routes and exchange them with free navigation software and world maps, utilizing a credit-based system. After sophisticated processing of the user traces and other contributions, SBOING maintains an active database of traffic data for the entire planet and uses it to perform more accurate routing and offer faster map updates for its users and other GPS-navigation applications. Its achievements have been nationally recognized in Greece and its innovative concept and business plan have received distinctions and awards in various competitions, including the international "MassChallenge 2011" and ESNC-2012 competitions.

<http://www.sboing.net>

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