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NKU College of Informatics and TANK introduce iPhone App App now available on I-Tunes

Northern KY – May 5, 2010 -- A new mobile iPhone application (app) called **myTANK** is now available for download to “i” devices (including Apple’s iPhone, iPod Touch, and iPad). The app provides passengers with on-demand, location-aware bus routes, times, and trip planning tools in Northern Kentucky.

This new technology was built in a research partnership with NKU College of Informatics, providing yet another way our passengers can get TANK information at their finger tips. Students in the college contributed a significant portion of the research and development to create the application. The application ties together other technologies that resulted from this partnership into a single handheld app. The application features utilizes the robustness of mobile technologies, such as maps, GPS location, and alert notifications to provide TANK riders the information they need to make better transportation decisions.

Application features include:

- myTANK alerts
- TANK’s news and detour information
- Bus stop locator
- Next bus information (Time & Location)
- Find a route
- Easy TANK mobile web access

“Social media and mobility has changed the way the world communicates, and at TANK we are no different. TANK is proud of all of our research work with NKU and pleased to be the first transit agency within our area to roll out a unique iPhone app to serve the growing needs of our tech-savvy passengers,” commented Gina Douthat, project manager for TANK.

Early feedback suggests that this application is a success as riders say it is “helping me get a TANK bus home from the Reds game” and that it is “much simpler than carrying and navigating stacks of paper schedules.”

The iPhone app is the last of several technology projects that TANK and the College of Informatics students have partnered to bring to the public. The partnership has allowed TANK to offer such innovations as: wi-fi and video screens on part of TANK’s fleet; a TANK mobile website; myTANK alert system (to send detour info to passengers) and Google Transit.

BACKGROUND on AGENCIES:

About the College of Informatics

The Northern Kentucky University College of Informatics is one of only a few colleges in the country founded exclusively for the emerging field of informatics. The term informatics embraces the modern concept of information in all its aspects: information management, infrastructure, processing, presentation, dissemination, design and analysis. It is deeply integrative in approach. In practice, it ranges from the development of information technologies in the service of specific fields, to broader scholarly investigations of the representations, processing and communication of information in its full social context. The college offers courses and programs that cover the entire spectrum of informatics, from the bit-level to the conceptual, from the practical to the theoretical, from the basic to the advanced, from the traditional to the cutting edge. To learn more about the College of Informatics, visit <http://informatics.nku.edu>.

About the IMI

The IMI in the College of Informatics at NKU is a prototypical institution, showing how academic and business organizations can work together for regional good. The IMI enhances student success and supports entrepreneurship and the mission of informatics through community engagement and managed co-ops. Visit <http://imi.nku.edu> for more information.

About the Transit Authority of Northern Kentucky

The Transit Authority of Northern Kentucky is an integral part of the Northern Kentucky community, providing public transit service to Boone, Campbell, and Kenton Counties as well as downtown Cincinnati for more than 35 years. Close to 4 million passengers each year rely on TANK buses throughout the region to get them where they need to be. Visit TANK on the web at www.tankbus.org.

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