

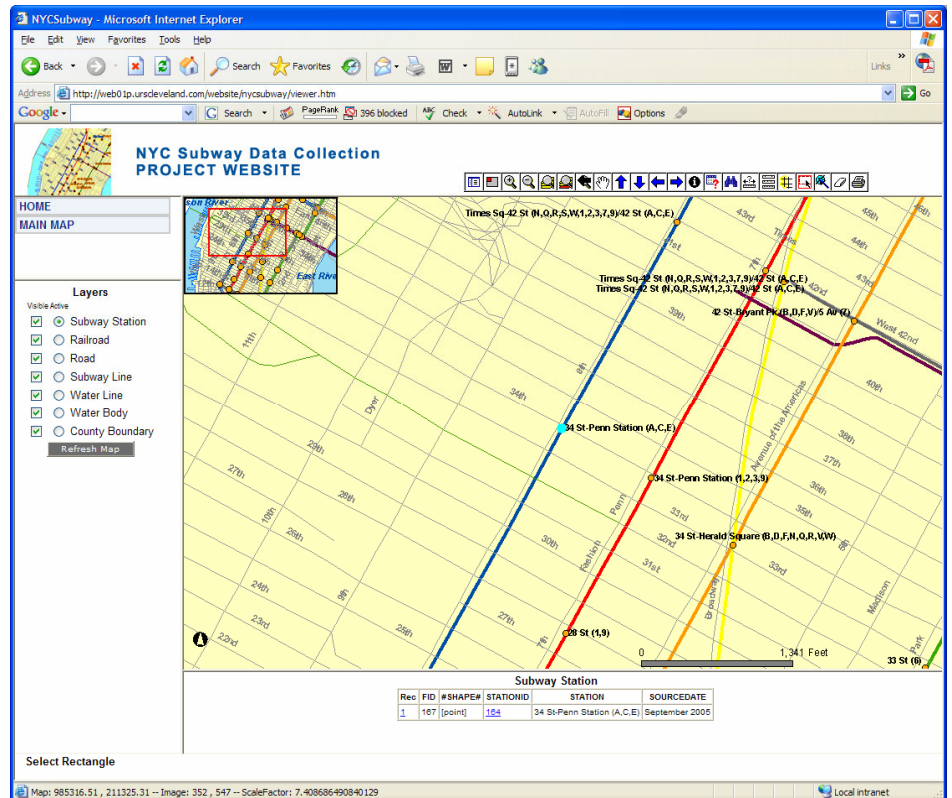
Metropolitan Transportation Authority New York City Transit Utility Mapping and Web Based GIS New York, New York

URS, in partnership with CBS Outdoors and Viacom, recently won a project for the New York Metropolitan Transit Authority which entails a phased implementation of digital signage throughout the New York subway system, including the Grand Central Terminal and Times Square stations. A variety of digital sign technologies will be used, including large multi-screen liquid crystal display (LCD) walls, 42-inch back-to-back LCD screens, front projection systems, light emitting diode (LED) boards and Cross-Track Projection.

As part of the first portion of the project, the project team audited the exact counts and types of existing media in all stations as well as determines available wall space for additional advertising.

URS developed a field data collection application designed to operate on a pen tablet based computer running Windows 2000 or better operating system, which improved data quality and information flow from automating the paper-based field processes. The application uses readily customizable automated questionnaires and checklists to guide users through a structured data collection process and organize collected information.

The application incorporated wireless camera picture transfer which eliminated the need to download pictures and associate photos to field collected data.



Additionally, URS:

- converted electronic CAD drawings into GIS shapefiles allowing station floorplan information to be incorporated into the application and displayed geographically;
- developed database syncing procedures that allows for multiple pen tablet based computers to transfer data to and from field databases to a central database (this insures that all field PCs are updated with all the latest data available), and;
- developed a secure, web-based application that allows the Client to view, analyze and report on the field collected data from one centralized location.