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tramTRACKER: REAL-TIME TRAM ARRIVAL INFORMATION ON ROUTES 57 AND 59

Melbourne tram travellers will be the first public transport users in Australia to be offered real-time service information by phone.

tramTRACKER, launched today by Yarra Trams, is a telephone service that provides passengers with a tram arrival estimate by voice or SMS.

Initially available on Route 57 (West Maribyrnong-City) and Route 59 (Airport West-City), tramTRACKER has been activated just in time for the Melbourne Cup carnival.

Yarra Trams Chief Executive Officer, Mr Dennis Cliche said the service uses the latest real-time technology to track trams and predicts when they will arrive at any given tram stop.

"tramTRACKER will reduce waiting times and uncertainty. Because we're delivering real-time and not just timetable information, people who use tramTRACKER will know exactly when to be at the tram stop," Mr Cliche said.

"You can call from any phone, anywhere. It works from either your landline or your mobile and you can even use SMS," he said.

Racegoers who want to catch one of our trams direct to Flemington (Route 57) or Moonee Valley (Route 59) will be able to hear the friendly voice of tramTRACKER on the phone, telling them when the next tram is due at any stop on these routes.

Each tram stop has been given a unique four digit number, known as a Tracker Stop ID, which is the key to using the tramTRACKER service.

"By calling or sending an SMS to tramTRACKER and providing a Tracker Stop ID, passengers will receive arrival times for the next three trams on their route," said Mr Cliche.

The new tramTRACKER system uses the same predictive technology that currently provides real-time tram arrival updates to the Passenger Information Display units at more than 100 tram stops around Melbourne.

A passenger is provided with an estimated arrival time, based on the location of the tram at the time of their call or SMS.

The actual arrival time of the tram at the nominated stop depends on many factors such as traffic conditions, so tramTRACKER provides greater precision as the tram gets closer to the stop.

The system also provides an option for passengers to check when the next low floor tram is due at a particular stop.

tramTRACKER is currently in operation on routes 57 and 59 and Yarra Trams expects to make it available on all routes in the near future.

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