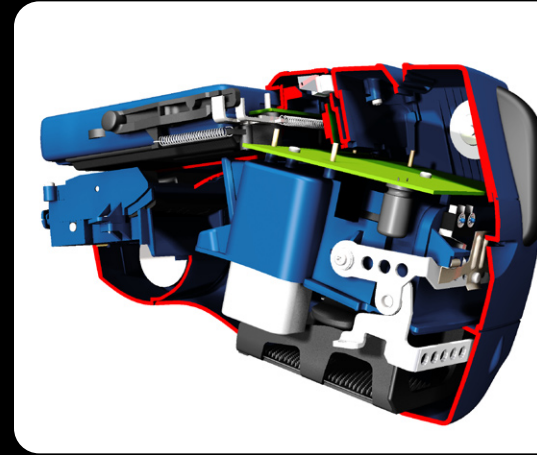




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Project
Client
Time Period

Avantix Mobile
SchlumbergerSema (Sema is now owned by ATOS Origin)
2001-2002



Introduction

Avantix Mobile is the new generation mobile ticketing solution for the UK rail industry, with over 90% market share. It provides quick ticketing on the move as well as supplying train staff with access to up-to-date fare and timetable information.

Features

- Touch-screen interface for quick access to fares and timetables;
- Caters for two different ticket forms, z-fold and roll stock;
- Ergonomic handling;
- Robust ticket and battery loading door, designed to remain firmly closed even when dropped 1.5m onto concrete;
- Secure but simple quick-release PDA retention mech;
- Left-hand/right-hand shoulder strap.

The Brief

Squeeze a rubberised Casio PDA, a print head, two types of ticket stock, enough battery power to last a whole shift, a smart card reader, and a magnetic strip reader into compact, well considered package, able to withstand everything a train conductor can throw at it, and keep it under 2kg.

Processes

- Ergonomics / usage studies
- User experience design
- Product Styling
- Mechanisms design
- Proof of concept prototyping
- Part and assembly design and engineering
- UK tooling and moulding sourcing
- Pre-production prototyping