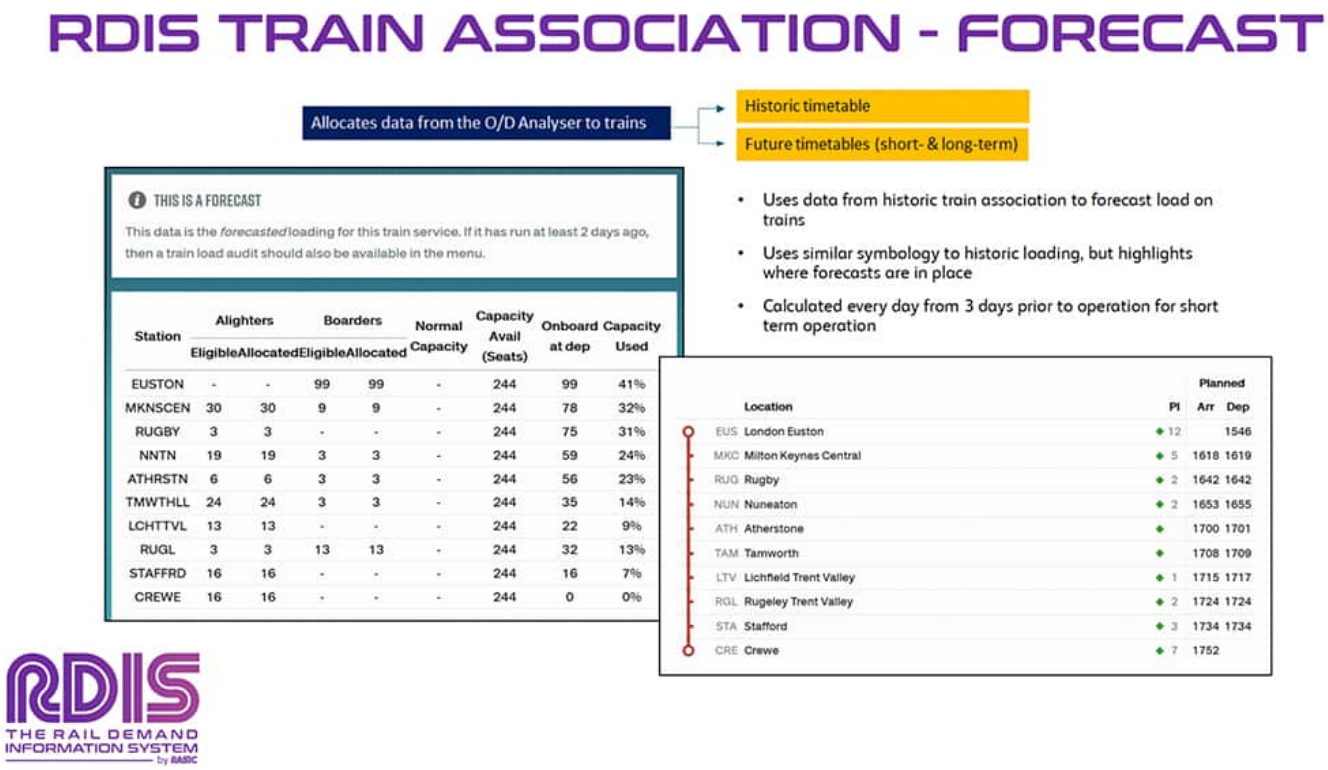
RailBusinessDaily

Rail innovators nominated for prestigious industry award

October 13, 2021



RASIC – the Rail And Station Innovation Company – has been nominated for a prestigious industry award for a project which could eventually revolutionise the public transport experience.

The Rail Demand Information System – or RDIS – focuses on accurately gauging the occupancy of trains. Development of the study could lead to even more sophisticated information being available to subscribing passengers – for example, was the previous service delayed or cancelled; leading to overcrowding on later trains.

The Railway Innovation Awards 2021 take place in London on Friday 15 October and the team is eagerly awaiting the result.

Marcus Mayers, Managing Director of RASIC said: “It’s an amazing achievement to be nominated for an award like this. My small but perfectly-formed team have created a winning collaboration with excellent companies and industry experts. To get this exciting project to a point where the industry recognises its worth and potential is incredible. We’d love to win and we know already this is a winning product.”

RDIS uses various data sources to improve the information collected via mobile networks. Anonymised data is collected from mobile networks' cell towers. This versatile body of data identifies station usage as well as an indication of journey times and routes chosen – with a wider interest to transport infrastructure providers.

The collaboration of parties with RASIC, train operating companies and passenger transport executives has presented some innovative solutions and insights into how people travel. For the passenger, it allows trends to be analysed which would aid service provision in the future.

RASIC has already designed and implemented delivery strategies that offer controlled, progressive improvements to the existing rail environment. The team currently has over 15 live innovation projects in the UK and across Latin America, with more in their infancy. The firm specialises in using technology to improve the rail industry through validation-of-use cases, production of the value proposition / business cases, introductions to customers and ongoing subject matter expertise.

For more comment, further detail on RASIC or RDIS or for media appearances, contact Marcus Mayers, Director of RASIC at marcus.mayers@rasic.co.uk or 07747-771894 (24 hr).

Photo credit: RASIC