


TRANSIT SCREEN

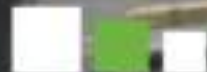
a global information company





***"Good cities know
that streets are for
people, not just cars.
Great cities know that
streets are places to
linger & live, not just
move through."***

- Brent Toderian

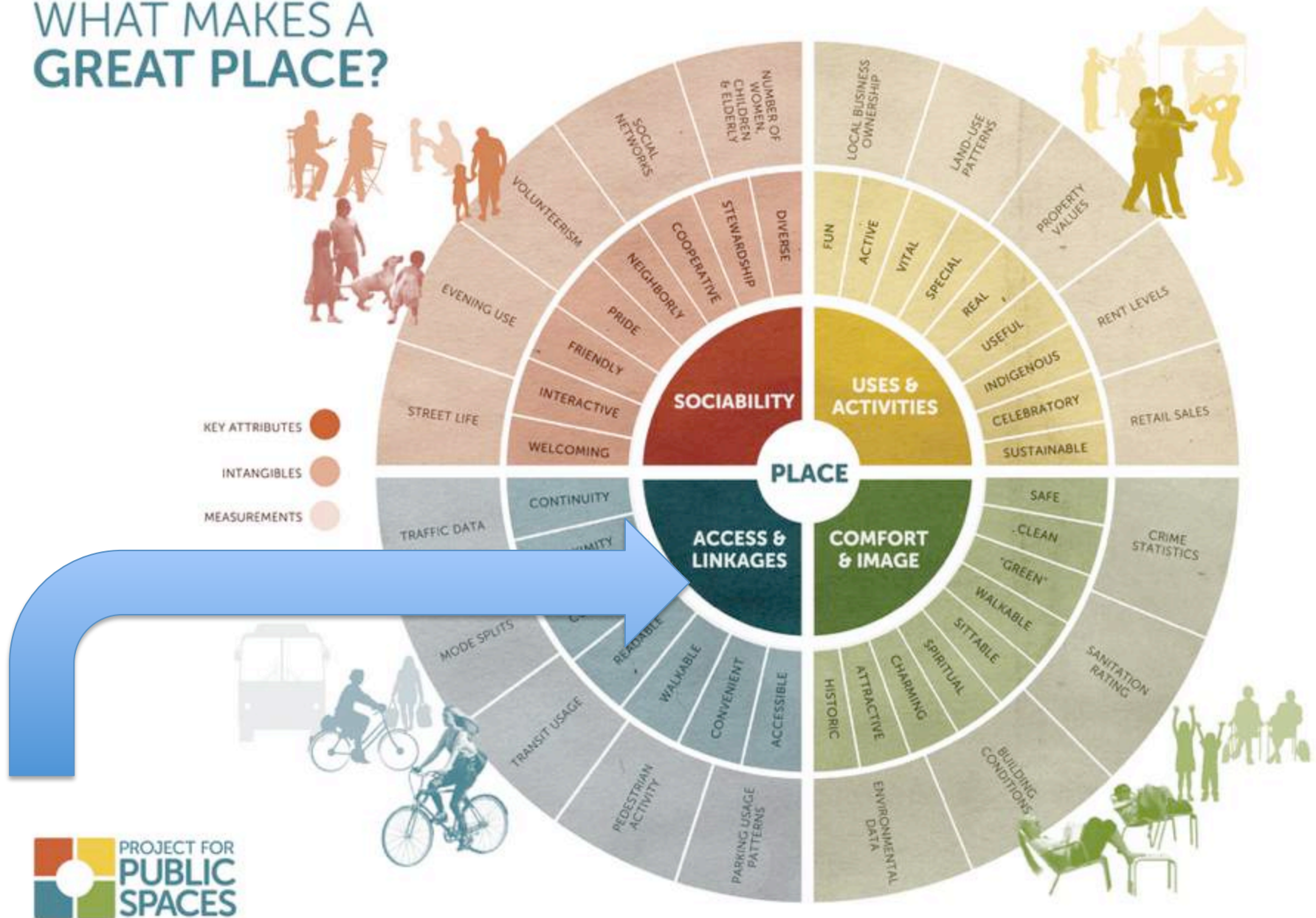


TODERIAN UrbanWORKS

Sydney, AU

@TODUrbanWORKS

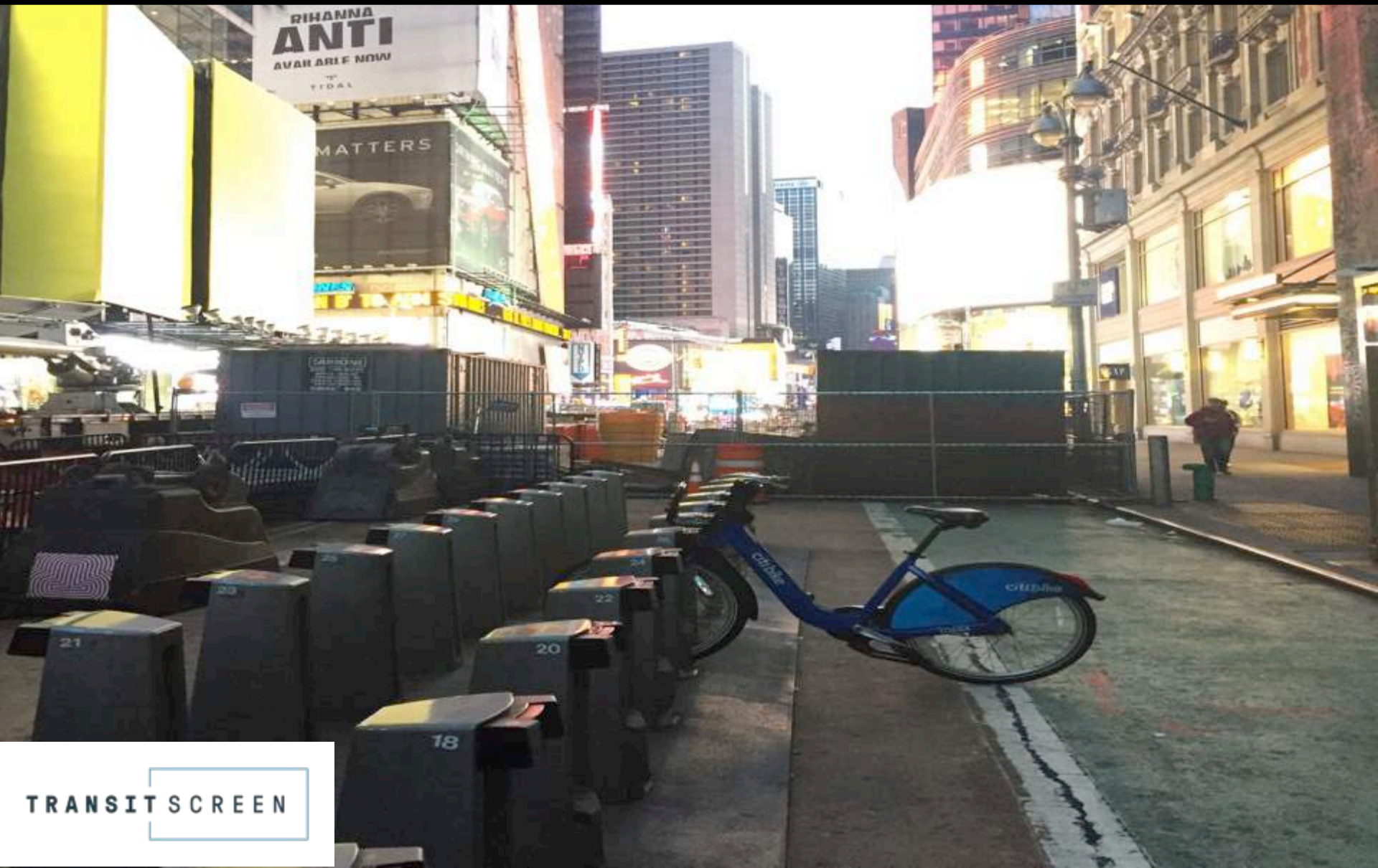
WHAT MAKES A GREAT PLACE?



One kilometer driven by car costs society about 17 cents (15 euro cents), whereas society gains 18 cents (16 euro cents) for each kilometer cycled.



Integrating Transit – Times Square, NYC



Multiple Kinds of ROI from Parklets in SF



Everyone complained about the price, he says, adding that he spent nearly \$30,000 on his parklet. “But it was one of those investments that was a no-brainer for me,” he says. “Now everyone wants one.”



Creating/Forcing Place Management...





Using Indoor Screens
to Create Place and
Community

Bloomberg has
approximately 1,000
digital screens globally

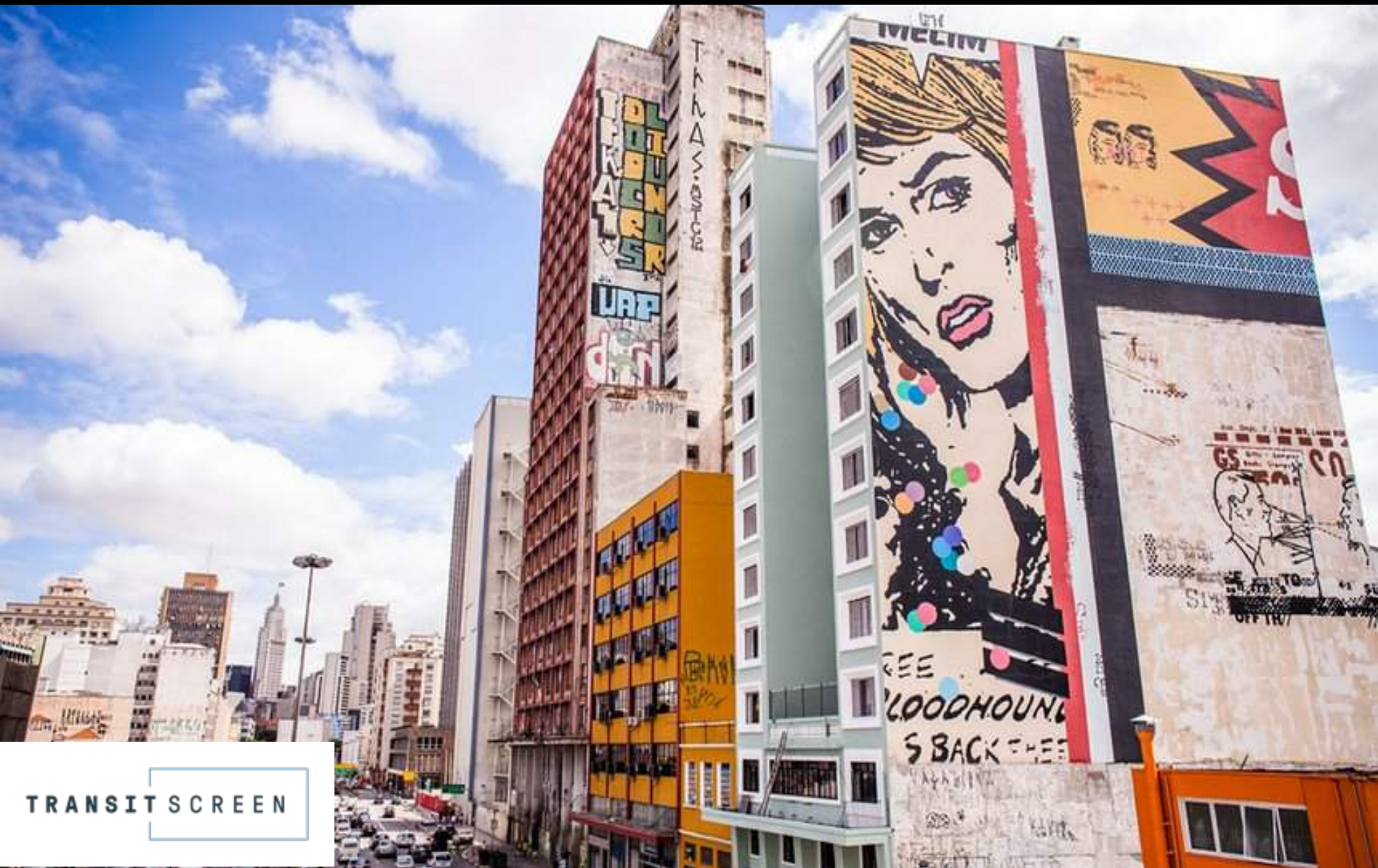


Travel decisions aren't made at bus stops



TRANSIT SCREEN

Billboards Were Removed by the City....
TransitScreen is useful.. Creates a place



TRANSIT SCREEN

A bit about TransitScreen

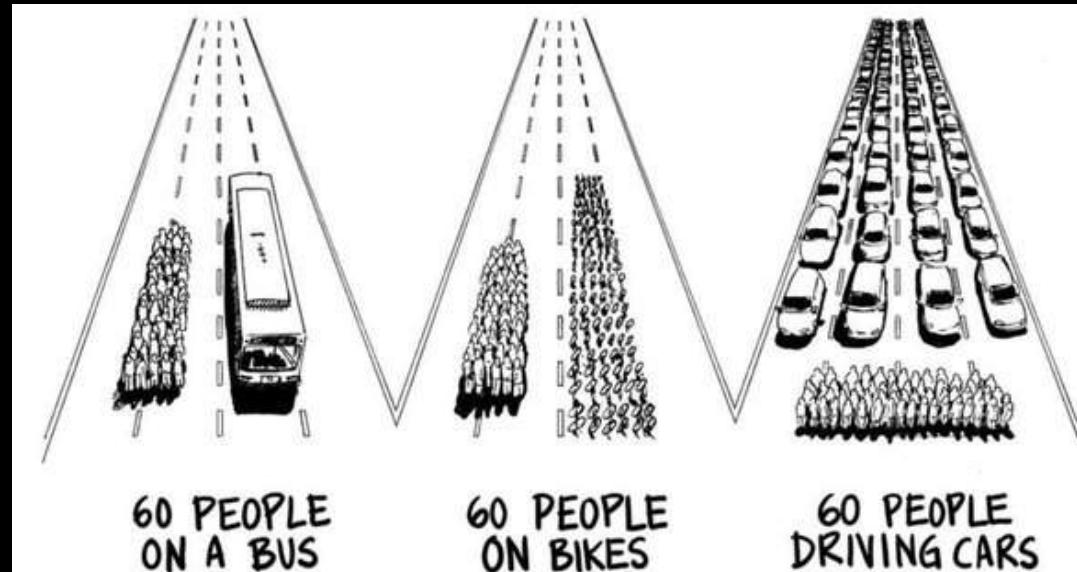
Offices in Washington DC (HQ), San Francisco, New York City, Toronto, London, Portland

Focus Areas Real Estate, Fortune 500s, Cities, Retail...
Where people are... on the Street!!!

Customers Equity Residential, AvalonBay, Macerich, City of Toronto, Amazon, LinkedIn, Starbucks, City of Seattle

Purpose

Share relevant and useful information to improve quality of life in cities.





“The sign of an advanced society is not where poor drive cars, but where the rich ride transit”

-Bogota Mayor Enrique Penalosa

Turning TIME into Resources and Capabilities

- Save valuable time
- Choices and options
- Safety
- Wellness
- Economic



Transit is now cool!



“TransitScreen data displays support our mission of fostering sustainable cities and healthy work environments” – Brandywine REIT Exec

TransitScreen is where people are... A property marketing tool.. **SHOWING TOD ON A SCREEN!!!**



