

# Augmented Reality Innovation Challenge

Information Session - Wednesday 21 April 2021



Transport  
for NSW

future transport  
technology



# Welcome Address

Richard Tubb

Innovation Lead, Open Data and Innovation  
Transport for NSW

# Agenda

- **Welcome address**  
Richard Tubb, Innovation Lead – Open Data & Innovation, TfNSW
- **Open Data & Innovation at Transport for NSW**  
Yvonne Lee, Senior Manager Open Data & Innovation, TfNSW
- **Augmented Reality Innovation Challenge**  
Dylan King, Innovation Lead – Open Data & Innovation, TfNSW
- **Q&A Panel**  
Yvonne Lee, Senior Manager Open Data & Innovation, TfNSW  
Dylan King, Innovation Lead - Open Data & Innovation, TfNSW  
Tam McCaffrey, Manager Road Safety Technology, TfNSW  
David Phillips, Data & Apps Program Lead, TfNSW



# Open Data & Innovation

Yvonne Lee

Senior Manager, Open Data and Innovation

Transport for NSW

Open Data:  
A platform for  
innovation since 2016

9.4B  
API hits

2758

registrations for free  
TfNSW ODI events

22k+  
visitors to the Open Data forum




















1000+ Open Data  
Forum posts

184K+  
visitors to the  
Open  
Data  
Hub

registered  
applications

6,029+ 45,557  
registered users

# Endorsed Products

 <p><b>TripView</b></p> <p>Trip Planning   Accessibility   Regional services   Travel alerts   School buses   Seat availability</p> <p>TripView creates trip plans for metro, train, bus, ferry, light rail and coach services. Plan your trip based on stations, stops and wharves. For bus travel, you can search by route, suburb or stop. It will list all timetabled services with real-time data.</p>	 <p><b>AnyTrip</b></p> <p>Trip Planning   Accessibility   Regional services   Travel alerts   School buses   Seat availability</p> <p>AnyTrip lets you track public transport vehicles around you in real-time using a live map. It will also show you upcoming departures from your favourite stops and stations.</p>	 <p><b>Citymapper</b></p> <p>Trip Planning   Regional services   Travel alerts   School buses</p> <p>Citymapper is a multimodal trip planning app, making cities easier to use. The app allows for checking of nearby departures in real-time and has the ability to find the fastest route combining metro, train, bus, ferry, light rail, taxi, car share, bike share and walking.</p>	 <p><b>Feedback2Go</b></p> <p>Feedback</p> <p>With the new Feedback2Go app you can provide us feedback on public transport, roads and waterways.</p>	 <p><b>Transport info on Facebook Messenger</b></p> <p>Trip Planning   Feedback   Travel alerts</p> <p>RITA (Real-time Intelligent Transport Assistant) provides next metro, train, bus, ferry and light rail service information in Sydney and across NSW.</p>	 <p><b>TripGo</b></p> <p>Trip Planning   Accessibility   Opal fares   Driving   Travel alerts   School buses</p> <p>TripGo shows door-to-door transport options across Greater Sydney as well as how to get to places in the fastest, cheapest and most environmentally friendly way.</p>	 <p><b>Triptastic</b></p> <p>Trip Planning   Accessibility   Travel alerts   School buses</p> <p>Triptastic will show you all the places you can go from your current location on different services. Explore interactive detailed maps for routes, stops and service frequencies.</p>
 <p><b>Finderful.com</b></p> <p>Opal fares</p> <p>Finderful.com is a web app which helps commuters make decisions on their future home based on their desired commute.</p>	 <p><b>Live Traffic NSW</b></p> <p>Driving</p> <p>Live Traffic NSW users will be able to keep up to date with news of incidents and conditions that affect their journey in Sydney and Regional NSW.</p>	 <p><b>Metarove</b></p> <p>Trip Planning   Accessibility   Regional services   Travel alerts</p> <p>With Metarove, you can customise your personal walking speed, the maximum distance you want to walk and it can sort results to show only accessible services.</p>	 <p><b>Moovit</b></p> <p>Trip Planning   Travel alerts</p> <p>Moovit combines real-time data from Transport for NSW with live information from the user community. It will give you the fastest route, announce stops along the way and alert you when your stop is approaching.</p>	 <p><b>NextThere</b></p> <p>Trip Planning   Accessibility   Regional services   Travel alerts   School buses   Seat availability</p> <p>NextThere displays when the next public transport services are due to depart from where you currently are. It can show you which services will get you to your chosen destination most efficiently.</p>	 <p><b>Opal Travel</b></p> <p>Trip Planning   Accessibility   Opal fares   Regional services   Driving</p> <p>With Opal Travel, top up your Opal cards and see your Weekly Travel Reward information from wherever you are. You can plan a trip to and from anywhere in NSW and Opal fare estimates for many services.</p>	
 <p><b>Stop Announcer</b></p> <p>Trip Planning   Accessibility   Opal fares   Regional services</p> <p>Stop Announcer (NSW) is designed to help customers with vision impairment navigate their way on public transport. It has a clear, high-contrast display and uses GPS to track your device's location and announce stops along your route.</p>	 <p><b>Train Maze</b></p> <p>Educational</p> <p>Outsmart the obstacles. Play it safe. Become a station safety superstar!</p>	 <p><b>Transit</b></p> <p>Trip Planning   Accessibility   Regional services   Travel alerts</p> <p>With Transit, plan your trip with real-time data and see next departures from your current location. It will also locate nearby Uber drivers, give pick up time estimates for each car and allow you to book through the app.</p>	 <p><b>Snarl</b></p> <p>Driving</p> <p>Get up-to-date information about accidents and congestion across the road network or incidents close to your destination or route. Check out traffic conditions before and during your journey.</p>	 <p><b>Speed Adviser</b></p> <p>Driving</p> <p>Speed Adviser monitors your location and speed via GPS and plays an audible warning if you exceed the speed limit.</p>	 <p><b>Splice Trip NSW</b></p> <p>Trip Planning   Travel alerts</p> <p>Splice Trip NSW is a Facebook messenger chat bot that provides real-time arrival times, service alerts and trip planning capabilities for trains. These can then be shared with others via Facebook or SMS.</p>	



# Innovation Challenges

## Waverley Transport Innovation Challenge



Transport for NSW invites you to create a mobile app for customers in the Waverley Local Government Area that gives commuters greater access to transport options including shared mobility services.

## Last Mile Freight Innovation Challenge



Can you create a product or service that will increase the efficiency of Last Mile Freight in the Sydney CBD?

## Clearways Innovation Challenge



Can you come up with an innovative solution to help us keep clearways clear?

## Boating Companion Innovation Challenge



Can you create an app to help recreational boaters navigate the waterways?

## Personal Trip Plan API Challenge



Check out the finalists' products from the API challenge that have been launched to the public.

## Smart Cities and Accessibility Challenge



How do we make the cities of NSW smarter and more accessible?

## Bluetooth Beacons Innovation Challenge



Do you have an idea that uses Bluetooth beacons to benefit transport customers? See how the challenge progressed.

## MaaS Trip Planner Trial - Innovation Invitation



Transport for NSW is inviting small and large transport service providers to join a trial that will include their services in Transport for NSW's Trip Planner

## Mobility as a Service (MaaS) Innovation Challenge



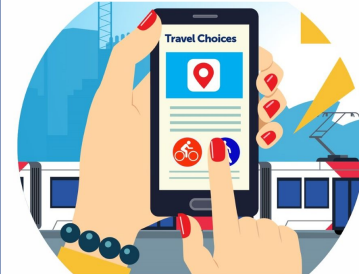
How would you give customers optimal door-to-door mobility service options and seamless travel combinations for their situation?

## Carpooling Innovation Challenge



Can you create a digital product that is designed to increase the adoption of carpooling?

## Travel Choices Innovation Challenge



Submit your idea to shape the future of transport.

## Learner Driver Logbook



Check out the finalists' products from the Learner Driver Logbook innovation challenge.



# Augmented Reality Innovation Challenge

Dylan King

Innovation Lead, Open Data and Innovation  
Transport for NSW



# Why are we running the Challenge?

To better understand the capabilities and limitations of AR technologies, discover novel solutions to existing customer problems and inform future decision making around digital product development, safety and policy.

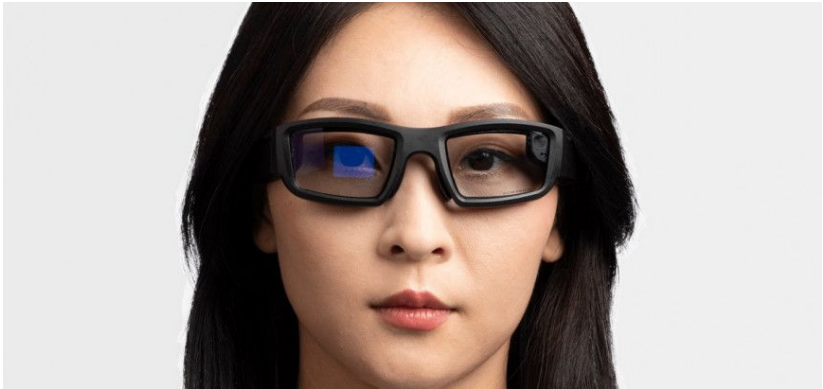
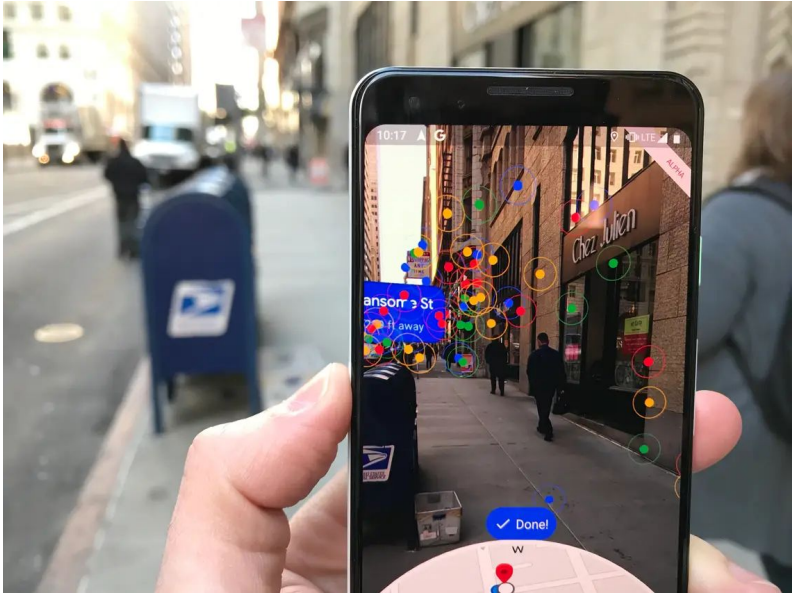
# What is Augmented Reality?

*Digital Technology. Abbreviation: AR*

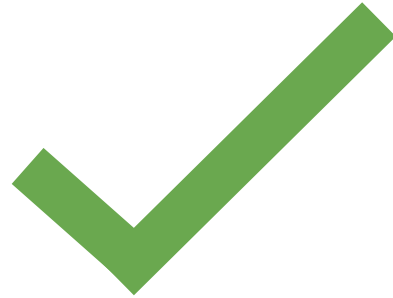
- an enhanced image or environment as viewed on a screen or other display, produced by overlaying computer-generated images, sounds, or other data on a real-world environment.
- a system or technology used to produce such an enhanced environment: *With augmented reality, tourists can see signs and other written words translated into English just by using their smartphone camera and this app.*

Source: [www.dictionary.com](http://www.dictionary.com)

# AR Platforms



# Mixed Reality vs Virtual Reality



# Challenge Statement

Can you create a **safe, user-friendly, Augmented Reality** solution that will improve the customer experience for transport users?

This can include applications for public transport, freight, roads and maritime.



# Thought starters

- Use open data to create an Augmented Reality solution for customers
- Improve trip planning and public transport usability
- Navigating major transit hubs such as train and metro stations
- Create useful public transport related open data for developers of augmented reality technology
- Improve safety on public transport
- Improve freight efficiency
- Improve the driver experience without compromising safety
- Improve the boating experience using Augmented Reality

# Timeline



Registrations open  
for information session  
14 April 2021



Information session  
and submissions open  
21 April 2021



Submissions close  
5 May 2021



Demo Days  
23-25 June 2021



Invitations for Demo Day  
sent 21 May 2021



Pitch Day  
19 May 2021



# Judging Criteria

- 1. Customer Experience and Usability** - is the solution appealing, effortless, intuitive and easy to use?
- 2. Market Feasibility** - How well do you understand the customer, what benefits will they derive from the solution and how likely they are to use it?
- 3. Innovation** - Is the product unique and original, and does it demonstrate tangible technical innovations?
- 4. Technical Feasibility** - Can the team deliver the solution? Can they demonstrate an understanding of technical inputs to solution development and ensure ongoing technical stability?

# Seed Funding

Total Funding Pool of \$90,000 + GST

**\$15,000 + GST per entry**

\$5,000 upon being selected for Demo Day  
\$10,000 following a successful Demo

# Q&A Panel

- **Richard Tubb**, Innovation Lead, **TfNSW** (Moderator)
- **Yvonne Lee**, Senior Manager, Open Data & Innovation, **TfNSW**
- **Dylan King**, Innovation Lead, Open Data & Innovation, **TfNSW**
- **Tam McCaffrey**, Manager Road Safety Technology, **TfNSW**
- **David Phillips**, Data & Apps Program Lead, **TfNSW**



# Resources

- Submission close 11:59pm on **Wednesday 5 May, 2021**
- Website: [opendata.transport.nsw.gov.au/augmented-reality-innovation-challenge](https://opendata.transport.nsw.gov.au/augmented-reality-innovation-challenge)
- Twitter: @DataTfNSW: [twitter.com/datatfnsw](https://twitter.com/datatfnsw) | #ARChallenge
- Email: [opendataprogram@transport.nsw.gov.au](mailto:opendataprogram@transport.nsw.gov.au)