



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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TLC NEWS | PRESS RELEASES

FOR IMMEDIATE RELEASE

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Contacts: [Allan J. Fromberg](#), [Paul Wein](#), NYCTLC, 212-676-1013

TLC UNVEILS NEW TAXI TECHNOLOGY

The New York City Taxi and Limousine Commission (TLC) announced today that it has authorized the pilot testing of in-taxicab video systems that will offer passengers the opportunity to view or "surf" while they ride. The systems were unveiled today by TLC Commissioner/Chair Matthew W. Daus at the agency's Safety and Emissions inspection facility in Woodside, Queens.

The pilot project authorizes the makers of several in-taxi video systems to test their products in New York City medallion taxicabs, and will offer passengers such varied content as information on cultural and sporting events, museum exhibits and concerts, movie listings, restaurant reviews, clubs, hotel listings, real-time news, weather and much more. Some of the video units will display entertainment/magazine type programming, while others take an interactive approach with touch-sensitive screens that will allow passengers to access up-to-the-minute news, sports, weather and other Internet-type offerings. Most of the systems will feature various forms of advertising. One product, which will have no advertising, will offer passengers the option to pay for their ride via credit or debit card. Public service announcements will be prominently displayed on each of the systems. Passengers may also mute the system's audio if they wish to have a silent ride.

"This is a great use of technology," said Commissioner Daus. "It is entertaining, interesting, and allows taxi passengers to maximize their time in transit while promoting New York City in a positive way. We will let the riding public decide what form this technology will take in the future by soliciting their feedback during the pilot program. Once again, New York City leads the way in technology and in ideas."

Other companies who wish to propose similar technology may do so by contacting the TLC directly. The TLC also encourages members of the riding public to provide feedback on the pilot program through its web site at www.nyc.gov/taxi, or by calling our Customer Service Hotline at 212-TLC-INFO.

Over the course of the pilot test program, the TLC will work closely with participating companies to garner public feedback on which products and features are preferred by passengers.