

evoq communications AG, Zürich

Christian Sutter

Managing Partner, Head of mapsteam, evoq communications AG, Zurich

evoq.ch / mail@evoq.ch | +41 44 262 99 33

SBB Trafimage represents the most comprehensive range of map products for public transportation services in Switzerland. For all travellers and public transport operators, Trafimage combines data from various sources and provides suitable databases as well as ready-to-use map products for public transportation needs. Our products range from both interactive and printed maps to floorplans for train stations throughout the country.

Trafimage is a system owned by the Swiss Federal Railways SBB. It is a longstanding successful collaboration between evoq, responsible for the development, design, and updates of Trafimage products, and geOps, who is in charge of the technical development and operation of the IT systems.

Public transportation map system

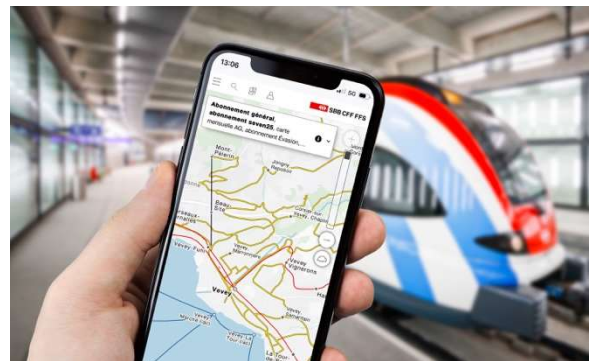
Trafimage maps are created on the basis of various data sources, such as OpenStreetMap or Swisstopo. They do not only cover Switzerland, but also a major part of Europe. The system offers continuous scales, from the bus stop in the neighbourhood to the generalized international rail network. Trafimage maps are characterized by high design standards, easy usability, and a focus on public transport. In recent years, the system has not only been expanded geographically, but has also been technically and visually adapted to meet the needs of today's railway passengers.



Printed map for infopoints in trains and stations

Our map system allows a wide range of applications for print and online usage. Trafimage provides a complete series of interactive maps, which are used in all important GIS systems of

SBB. Our maps are a key feature of SBB Mobile, the leading Swiss travel app, as well as for online timetable inquiries and in-train board information systems. Finally, the system represents the data source for numerous classic maps.



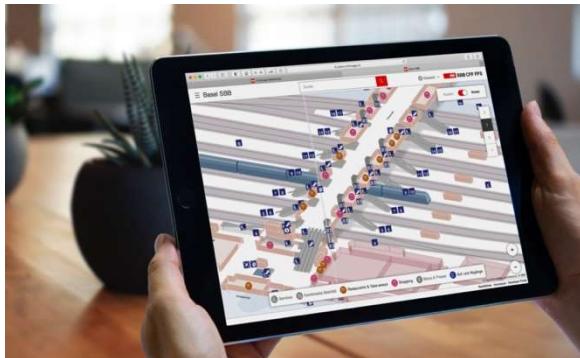
Online map showing area of validity for GA travelcard

Floorplans for major SBB railway stations

Besides maps, Trafimage offers floorplans for all major railway stations in Switzerland. The floorplans present all offers and public services available at SBB railway stations, both in print and online. The data for more than 600 stations is being managed in the INSA database, allowing central data management for all online and offline applications – from GIS data to logos for all shops, opening hours, available services, and POIs in close proximity around the stations. Travellers can access all information, offers and services of a railway station on their mobile device as well as on their PC.

The INSA system also allows data export for printed media. Station floorplan posters are still an essential part of local customer information. The posters with the iconic 3D design are an essential part of the SBB brand and its wayfinding

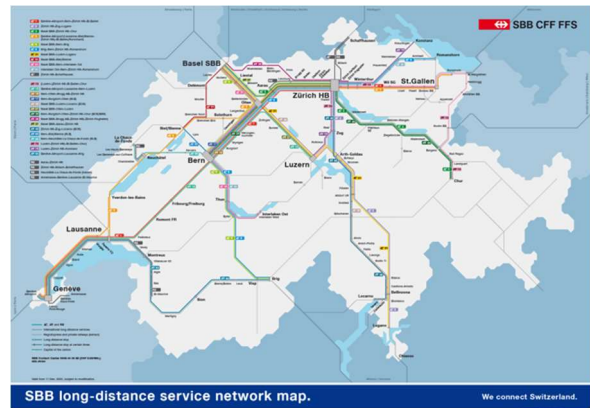
systems, providing customers with spatial information and orientation in complex building situations.



Interactive floorplan for Basel SBB

Railway network maps

The Trafimage system is completed by evoc's network maps that provide customers with a systematic and easy-to-understand view of public transport networks. The standardized graphic map design is being used to represent entire transportation networks, fare associations or local zones. These maps are based on the specifications of the Alliance SwissPass organization and thus guarantee consistency of all over the country. They also take the specific needs for people with visual impairments into account.



Network map for SBB long-distance services

A nationwide information system

Trafimage maps and floorplans are intended as a comprehensive information system not only for SBB, but for the whole Swiss public transport system. As the system owner, SBB sets the framework and standards for design, data, and content of the whole map system. Trafimage is open to all transport providers and is used especially by other public transport companies. Clients such as Switzerland Tourism, BLS Railways or Zurich Public Transport (VBZ) profit from our expertise and the data provided by Trafimage.

The Trafimage system: maps and floorplans, online and printed.

