



Press release

Artificial Intelligence: RATP Dev tests a "virtual avatar" in Brest for passenger information on the Bibus network

Brest, 13 June 2024 – An agent sporting a sailor suit is sure to surprise public transit users on the Bibus network: today, a virtual avatar is on hand in Brest to provide passengers with information about their journey in a way that is nothing if not innovative. Bibus and RATP Dev are adding this new technology to the face-to-face kiosks and digital data already in their passenger information system.

RD Brest, the local subsidiary of RATP Dev that operates the Bibus network, is currently testing an innovative new passenger information service. This new category of agent is a "virtual avatar" who is on hand to provide information to public transit users in Brest.

Developed in partnership with a start-up company called StarPal.ai, this digital avatar is connected to the Bibus network information system and powered by Artificial Intelligence (AI). It can answer passengers' questions about their journeys throughout the transit network: real-time information, routes, fares, or unforeseen incidents.

This avatar offers many features to enable a more seamless passenger experience for the users of the Bibus network. It can understand complex spoken questions and conduct a conversation in several languages thanks to its AI, without the need for text input. It can also calculate routes, which users can download by scanning a QR Code.

For **Cécile Tuil, RATP Dev Executive Director for Customers and Engagement**, "Innovation is an essential mainstay of our growth strategy, making the passenger journey more seamless and intuitive. We offer services that are ever-more innovative to improve the efficiency and quality of the transit networks that we operate; all to enrich the user experience. This pilot scheme of a virtual avatar that uses the latest technologies is a perfect example of that ambition."

This test phase will allow RATP Dev to analyse the technical performance of the system (response time, comprehension of spoken questions in an urban ambient noise setting, etc.) and analyse user feedback. Depending on the results of this initial test, RATP Dev will fine-tune the system before planning a larger-scale roll-out to the other public transit networks it operates in France and around the world.



The goal is to make this virtual avatar part of the overall passenger information system; an assistant that provides passengers with useful information by responding naturally and seamlessly to voice commands or typed questions. RATP Dev creates passenger information systems that offer face-to-face conversations with ticket agents as well as digital interfaces (screens, avatars, mobile apps, billboard displays, etc.), making information available to passengers in as many ways as possible, so they can use whichever one they prefer.

Brest, an innovation showcase for RATP Dev

Ker'Lab is one of RATP Dev's two innovation acceleration laboratories. With the goal of combining ideas and experience to come up with sustainable urban mobility systems, this "Innovation Laboratory" in Brest proudly proposes the virtual avatar as a way to respond to passenger information requests 24/7.

Innovation at RATP Dev:

- Two innovation acceleration laboratories; one in Brest (Ker'Lab) and the other in Casablanca (Casaroc)
- An agile approach based on Design Thinking, experiments in the field, and painstaking analysis of user feedback
- Constantly keeping abreast of new technologies and forging dozens of successful partnerships with start-ups
- An in-house innovation challenge to implement innovations

RATP Dev media relations

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About RATP Dev

RATP Dev is an RATP Group subsidiary and the third-largest urban transport operator worldwide. Every day across the globe, we oversee the design, operation, and maintenance of networks ranging from automated metros, buses, trams, and other modes of public transit.

Backed by over 70 years of experience operating the ultra-dense Paris network and a diverse portfolio of expertise in various regions and cultures, we offer our clients and their passengers custom-fit mobility solutions that cater to the specific challenges of individual cities.

Our 24,000 employees, spread out across 15 countries in over 100 subsidiaries, are passionate, driven, bold, and transparent in their commitment to transporting passengers every day, connecting communities, promoting smart and helpful innovation, and contributing responsibly to social and economic development.

As public transport is the way forward for the planet, communities, regions and daily lives, we commit every day to better city living.

www.ratpdev.com



About StarPal.ai

StarPal.ai creates interactive avatars that can speak and respond to voice commands. StarPal's avatars can perform complex tasks, such as calculating a route in real time, offering sales advice, guiding tourists, etc. at interactive passenger information terminals, as well as on websites and mobile apps. The StarPal.ai system combines artificial intelligence with the latest developments in 3D and video-game software. StarPal creates and trains AI systems, designs interactive avatars, and sets up real-time connections to the client's information system. For further information and to contact StarPal, go to www.starpal.ai