

VIVA

September 1, 2005 - Roy Green, Staff Writer

Riding the bus may not be so boring when York Region installs live TV feeds of news, weather, sports and entertainment on Viva, its new rapid transit system.

When the first rapid transit vehicles start running on Yonge Street and Hwy. 7 Sunday, it will also mark the premier of a wireless technology developed by POPMedia, a Markham company.

A 26-inch LCD monitor will provide news and entertainment from A-Channel, as well as advertising.

"Viva is a test case; this is the first time its being done in North America," said Dan Adam of POPMedia.

The technology is being tested on a single bus for now, but will eventually be installed on the entire 85-vehicle Viva fleet and could also be extended to the conventional transit system, York Region Transit.

The system includes WiFi (wireless fidelity) technology, which allows passengers to surf the Internet and check their emails for a fee while commuting.

"They can even make phone calls, using Voice-over-Internet Protocol. This is something business people will want to subscribe to," Mr. Adam said.