

In a world exclusive, RATP Dev is testing holographic buttons on the Saint-Quentin-en-Yvelines bus network

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#RATPGroup #RATPDev #Innovation

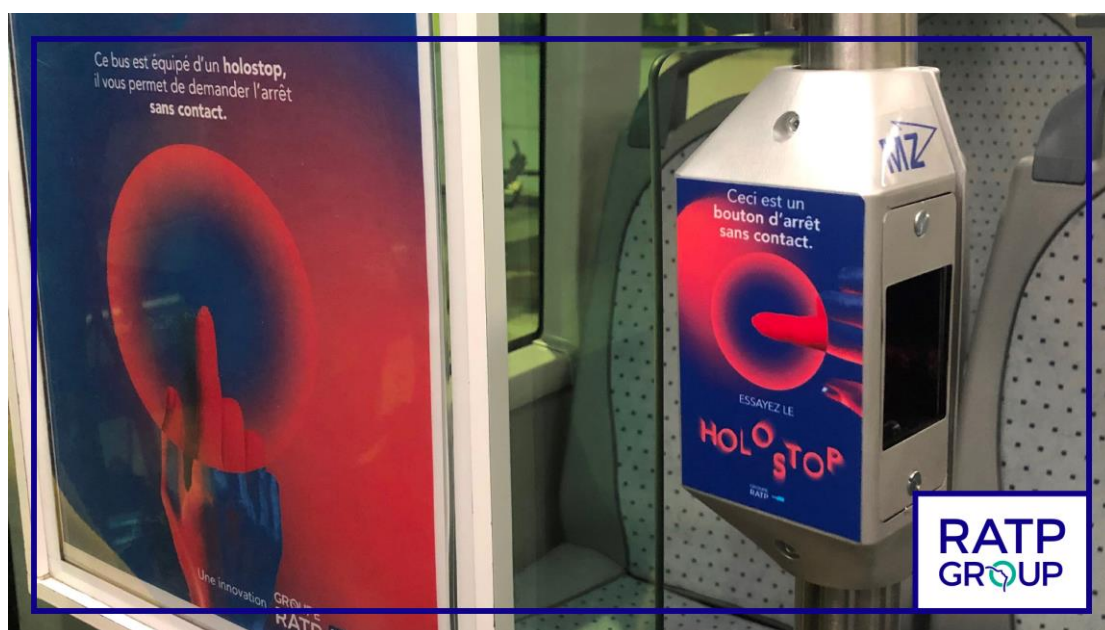
RATP Dev, a subsidiary of the RATP group, is rolling out holographic stop buttons on the bus network it operates on behalf of Île-de-France Mobilités and the Saint-Quentin-en-Yvelines conurbation community. The “HoloStop” system is based on the know-how of MZ Technologie, a French company. It will be tested on 5 buses starting from 07 December.

A futuristic and practical stop button

We are not talking about the interior of a space shuttle, but that of everyday buses. Placed inside a physical case, a holographic stop button literally floats in its centre.

The appearance of this surprising technology on several buses on the Sqybus network is a response to public health measures to slow the spread of COVID-19, and RATP Dev’s wish to find practical ways to put those measures into effect. By eliminating the need to actually touch the button, this “HoloStop” device reduces the risk of virus transmission.

Reinforced cleaning procedures and regular spraying of the vehicles with disinfectant were already ensuring that public transport would remain a safe space for those on board. The roll-out of these contactless stop buttons is a further step in that direction.



Nothing too unfamiliar for the passengers

The new holographic devices take the place of conventional stop buttons. Instead of touching a conventional button, passengers can now just pass their finger over the virtual button for it to register their stop request. The device emits a short sound and briefly changes colour to confirm that the request has been registered.

“This project is a perfect illustration of our innovation philosophy: to derive useful and pragmatic benefits from technology . These holographic buttons are a technological feat, but easy to use, at a controlled cost, and they offer a genuine benefit for everyone’s safety.”

Sophie Hassan

Île-de-France Marketing Director for RATP Dev

An exclusive French technology for RATP Dev

This innovative device was developed by French company MZ Technologie exclusively for RATP Dev. The system was originally designed to be used in lifts, but MZ Technologie adapted it to meet the specific requirements of public transport.

“We were quickly able to adapt our system to make it compatible with the specific characteristics of public transport vehicles. This demonstrates both the sturdiness of our product and its great adaptability. In the current context of the pandemic, those two characteristics are essential.”

Marc Zerad

Founder of MZ Technologie

Innovations continue throughout the pandemic

This innovation is part of RATP Dev’s determination to continue and even accelerate its efforts to improve the networks it operates, despite the ongoing pandemic. Furthermore, we are continuing our drive to modernise the fleet in Île-de-France. One example is the introduction of eight vehicles in the Mantes-la-Jolie area in 2020, financed by Île-de-France Mobilités. The new vehicles have more comfortable interior fittings (gentle air-conditioning, a redesigned interior with a new colour scheme for the seats, to more clearly indicate the ones reserved for priority passengers). Another example is the reception of 120 CNG buses, which are currently being rolled out to networks operated by RATP Dev.

[Download the pictures.](#)

Download the video [link to follow].

About RATP Dev

Founded in 2002, RATP Dev operates and maintains urban transportation systems in 13 countries on four continents (United Kingdom, France, Italy, Switzerland, Algeria, Morocco, South Africa, Egypt, Saudi Arabia, Qatar, Hong Kong, the Philippines, and the United States of America). With more than 1.5 billion passengers travelling on its networks every year, RATP Dev demonstrates every day its extensive and renowned expertise in a wide range of mobility services, ranging from rail, regional express rail, tramway, to bus, cable car and sightseeing activities. RATP Dev leverages in France, outside of Paris, and across international markets, the technical expertise and experience of RATP Group, the leader in driverless and tramway operations and operator of the Paris network, one of the largest public transportation networks in the world.

For further information: www.ratpdev.com.

About MZ Technologie

MZ TECHNOLOGIE is a French company specialised in new technologies, and more specifically in holograms. The company was founded in 2020 by two brothers, Jonathan Zerad, PhD in electrical and electronic engineering, and Marc Zerad, an entrepreneur. They put together a team of 10 people with the goal of positioning MZ TECHNOLOGIE as the benchmark company in its field on the French market.

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