



## SCAS®-METRO Scheduled Customer Announcement System for Metro Systems



- Generates seamless, **real voice** arrival and destination announcements automatically from signalling or passenger information systems.
- One consistent, clear, **intelligible** voice can be created for the whole Metro system, in a variety of **different languages** if necessary, using native speakers for maximum customer comprehension.
- General **service update bulletins**, fed from central systems, give passengers the information they need to plan their journeys across the whole of the network.
- Specific **ad hoc service issues** can be addressed, with advice for passengers for their journeys, including telling them when problems have been solved.
- Where **stations are shared** with other rail operators, airports or special event venues, information on services or safety can be linked.
- A schedule of regular **safety and housekeeping announcements** can be made, including using a specialist, authoritative voice to differentiate safety announcements. This is a vital tool in the effective management of emergencies and security situations.
- All messages can be created and directed to **specific station public address zones** at the user's discretion. **Background music** can also be added to deter vandalism and **improve environment for customers and staff**.
- Through the use of layered repertoire and hot keys, operation is **quick, user-friendly and virtually error-proof**. This is particularly important for outlying stations with low staffing level.
- **One-off** pricing with no annual licence fee.



## SCAS®-METRO IN ACTION

### CASE HISTORY: LONDON UNDERGROUND (LU)

The London Underground system is one of the oldest and most complex Metro systems in the world. At the peak of the evening rush hour on 18th November 1987 a disastrous fire erupted at Kings Cross – a major nodal link in the system – in which 18 people died. One of the recommendations of the subsequent inquiry was improvement in communication of both customer information and safety instructions.

But London Underground has a wide range of staff from different backgrounds and serves a massive, multi-ethnic customer base. It needed to ensure that customers both heard and understood the messages it had to convey. It developed a communication strategy and each individual station is measured against its performance. Voice Perfect developed the digital SCAS® system to replicate exactly the requirements of that strategy and to facilitate the monitoring of station performance.

As one of the oldest Metros, service disruptions are inevitable and engineering work to update and enhance the system must, of necessity, take place mainly at weekends. It was recognised by LU that one of passengers' key requirements was to know what was going on, when, where and why. Over the years the SCAS® system has evolved with the changing practical requirements of both the operator and the end users so that now:

- There is one, clear, consistent “voice of LU” across the whole network.
- The General Service Bulletin regularly tells customers on which lines there are delays and how severe these are.
- There is a repertoire of special service announcements, telling customers exactly where and why there are issues; advising them of alternative routes; when problems have cleared and special event information.
- Announcements have been made foolproof, for example it is impossible to announce a breakdown in escalators at Goodge Street – because there are no escalators at Goodge Street: there are lifts.
- Announcements at Heathrow are made in multiple languages.
- The addition of background music on certain stations has been a major deterrent to gangs of youths. This has saved considerably on graffiti removal as well as a reduction on reported physical and verbal staff assaults.
- The ease of system operation has minimised outlying station staff levels.

Visit our website: [www.voiceperfect.co.uk](http://www.voiceperfect.co.uk)

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