How *Bicincittà* works

Through the use of an electronic pass, each individual user can take his/her bicycle or pedelec from any bike-parking stand present in the city and return it wherever they find an open parking space - even in a different rack from the original. The parked bicycle will be automatically available for the next cyclist.

Every movement of the bicycles is transmitted to a server that updates in real time their availability in the area, so you can view in real time the available bikes just going to the website www.bicincitta.com.

Each cyclist, by his electronic card, is registered in the server. The system's interface supplies us with the user's personal information at the moment of the hire, giving us a general overview of who is exploiting the system. As a result we can analyze bike movements and study their statistics in order to increase or decrease the number of bicycles according to demand.

The personal touch

To spread the word about Bicincittà to all potential bike riders, it is necessary to focus attention on service's public image. Firstly, the equipment and structures are personalized according to a precise design study to reflect the style and tones of the agency (the bikes, the bike-parking, the parking signs and the electric card are all personalized by means of white *Bicincittà* lettering on a blue background), the next step is personalizing the advertising campaign using the follow

- Flyers/pamphlets
- Posters
- Upright displays
- Temporary promotional towers
- Promotional freebies and souve

The itinerary panel

In order to communicate the proper use of the system, *Bicincittà* offers a series of informative panels: either free-standing signs or directional signals imbedded with the aim of leading the cyclist easily through the historic center, surrounding neighborhoods, parks and bike paths.

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Box of Advice:

- You can view in real time the available bikes in that moment.
- The system can analyze bike movements and study their statistics in order to increase or decrease the number of bicycles according to demand.
- The equipment and structures are personalized according to a precise design study to reflect the style and tones of the project