

STRESS FREE JOURNEY PLANNING AT RAIL PASSENGERS' FINGERTIPS

THETRAINLINE.COM FREE IPHONE APP HITS NO.2 SPOT FOR FREE DOWNLOADS

Rail travellers who've missed their usual train home can avoid the stress of not knowing when the next one is, or even if there is a next one, thanks to the new journey planning iPhone app from thetrainline.com.

Launched just three days ago, the **free** app, which gives rail travellers instant access to train times and journey planning functions has already hit the No.1 spot for the most popular free travel downloads and is no.2 for free downloads overall.

Users looking for instant information can find their **Next Train Home** in just one touch, with the app using GPS for the traveller's current location and the pre-stored home station. Those planning in advance can use the app's **Journey Planning** feature for simple, start to finish train time planning and by simply turning the phone upside down the return journey is displayed too. Travellers making the same journey regularly can access the **Stored Timetable** in just two taps even when they're off-line* – handy if travelling on the Tube.

Social networking addicts will enjoy the app's unique integration with **Twitter**. With a pre-loaded # tag specific to the users' trains, travellers can quickly connect to fellow passengers, tweet about their journey, share information or see if anyone wants to share a taxi on arrival.

Iain Hildreth, marketing director at thetrainline.com said: "thetrainline.com app is perfect for people on the go. Its features will be invaluable to travellers wanting information about an imminent journey as well as to those planning in advance, but keeping track of time to make the train is still up to the passenger!"

Developed in conjunction with Kizoom, thetrainline app is packed with innovative and intuitive features. Other highlights of the app include:

- **Buying train tickets** - the app's Journey Planning facility links through to thetrainline.com's site enabling users to purchase tickets for the journey they've just searched for
- Users can find useful information, including maps and taxi firm details, about the destination station with the **Journey Details** page

- The **Station Search** facility is connected to the device's in-built GPS showing a user the stations closest to their current location in a map - particularly useful when in unfamiliar surroundings
- **Timeline View:** for those who enjoy simple, at-a-glance information, a simple turn of the iPhone to its side displays a graphical representation of suggested journey times in a calendar style format

Tim Johnson, product development manager at Kizoom, said "This app brings together years of experience in delivering innovative high quality travel services by both thetrainline.com and Kizoom. It's highly usable and compelling, yet with some quirky added features. We're particularly excited about the introduction of social networking into travel services."

The app is now available to download for free from the Apple Store:

<http://store.apple.com/uk> - simply search for **thetrainline**.

*Internet access is initially required to download the timetable.

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For further information and images please contact:

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Notes to the editor

About thetrainline.com

thetrainline.com is the leading UK rail ticket retailer and rail ticket information provider, offering fast and easy access to timetables, fares, reservations and tickets through its Internet site and contact centre operations in the UK train travel sector. In addition to its own website, www.thetrainline.com, it operates retail websites for 15 Train Operating Companies who sell rail tickets online, as well as providing a rail business travel service direct to a number of blue chip corporations and travel agents.

About Kizoom

Kizoom works on behalf of transport authorities and operators to transform multi-modal transport data into relevant and easy to digest information. It then delivers this information across a wide range of channels – the web, mobile phones, kiosks and screens - to enable the travelling public and transport professionals to make informed decisions.