



TRANSFORMING CITIES

Providing a Better Quality of Life

Smart City, Smart Mobility and Active Travel Products & Services





Improving Mobility, Health & Quality of Life in Towns and Cities

Towns and cities throughout the world are using Trueform's range of urban infrastructure to help transform their cities. Trueform's products facilitate and encourage low carbon mobility and active travel, whilst improving public health, air quality and quality of life.

With significant health and environmental benefits, Trueform's Smart Mobility, and Active Travel products encourage walking, cycling and public transport usage, reducing congestion, greenhouse gas emissions, air pollution, creating cleaner towns and cities, and cleaner air!

Since formation in 1977, Trueform has established itself as the market leader in the provision of clean-tech, green energy on-street public elements and infrastructure for commuters, travellers and the public.

Trueform has equipped many of the world's largest and most progressive towns and cities with pedestrian wayfinding, cycling, e-mobility, autonomous vehicle, bus, rail, bus rapid transit and air passenger transport infrastructure.

Key Benefits and Features of Trueform's Products:

- **Health** - Encourages walking, cycling and low carbon mobility - providing health benefits to all
- **Reduced Congestion** - Reduces reliance of other forms of transport
- **Environmental** - Reduces road traffic congestion, exhaust emissions and greenhouse gases
- **Air Quality** - Reduces air pollution and provides cleaner air
- **Safety** - Creates safe and welcoming environments by directing people to the right areas
- **Transport Links** - Enhances key routes in and around the city centre, promoting and linking public transport interchanges
- **Designs** - Range of contemporary, modern and historic designs available to suit your town or city
- **Essential products to enable cities to embrace the SmartCity and Intelligent Mobility transformation**
- **Interconnected** - Providing Wi-Fi connectivity - an essential Internet of Things platform
- **Device charging via USB ports Internet enabled**
- **Digital Advertising Platform** - providing valuable advertising revenue
- **Accessibility** - Making your town or city fully accessible to pedestrians, commuters and tourists
- **Promotion** - Quickly identifies routes, destinations and promotes your town or cities specific places of interest
- **Economy** - Boosts local business and the economy by increasing footfall and trade
- **ESG - Environmental, Social and Governance.** - Assist organisations achieve ESG - the three central factors in measuring sustainability and societal impact

Trueform Smart City Options

Wayfinding Signage

Wayfinding signage systems are the key to promoting walking to residents, commuters and visitors by helping them navigate towns and cities on foot. With user friendly, easy to use detailed maps showing which routes and directional path to take, wayfinding boosts local business and the economy by increasing passing trade and energising locations. With significant health and environmental benefits, wayfinding encourages walking as an alternative method of transport, reducing congestion, greenhouse gas emissions, air pollution and creates cleaner towns and cities and cleaner air. Trueform can provide a wide range of contemporary, modern and historic designs to suit your own town or city.



Cycle Counting Totems & Shelters

Trueform's Smart Digital Cycle counting totems monitor cycle flow. The counters feature the very latest low-power digital display technology and provide real-time updates of cycling usage. The counters displays information in the form of daily and cumulative counts of cyclists, a smart way to promote cycling in towns and cities, encouraging a healthier lifestyle. Trueform also provide a full range of cycle wayfinding signage and route identifiers.



Smart Street Digital Totems & Sensors

The next generation of urban infrastructure, Trueform's digital info hub totems transform urban landscapes, city streets, public spaces and public transport into dynamic, digital, hyper-connected, SmartCity streetscapes.

Incorporating the latest digital display and digital communication Technologies, our totems can provide digital dynamic signage, interactive wayfinding mapping, real-time messaging, air pollution sensors and ultra fast Wi-Fi.



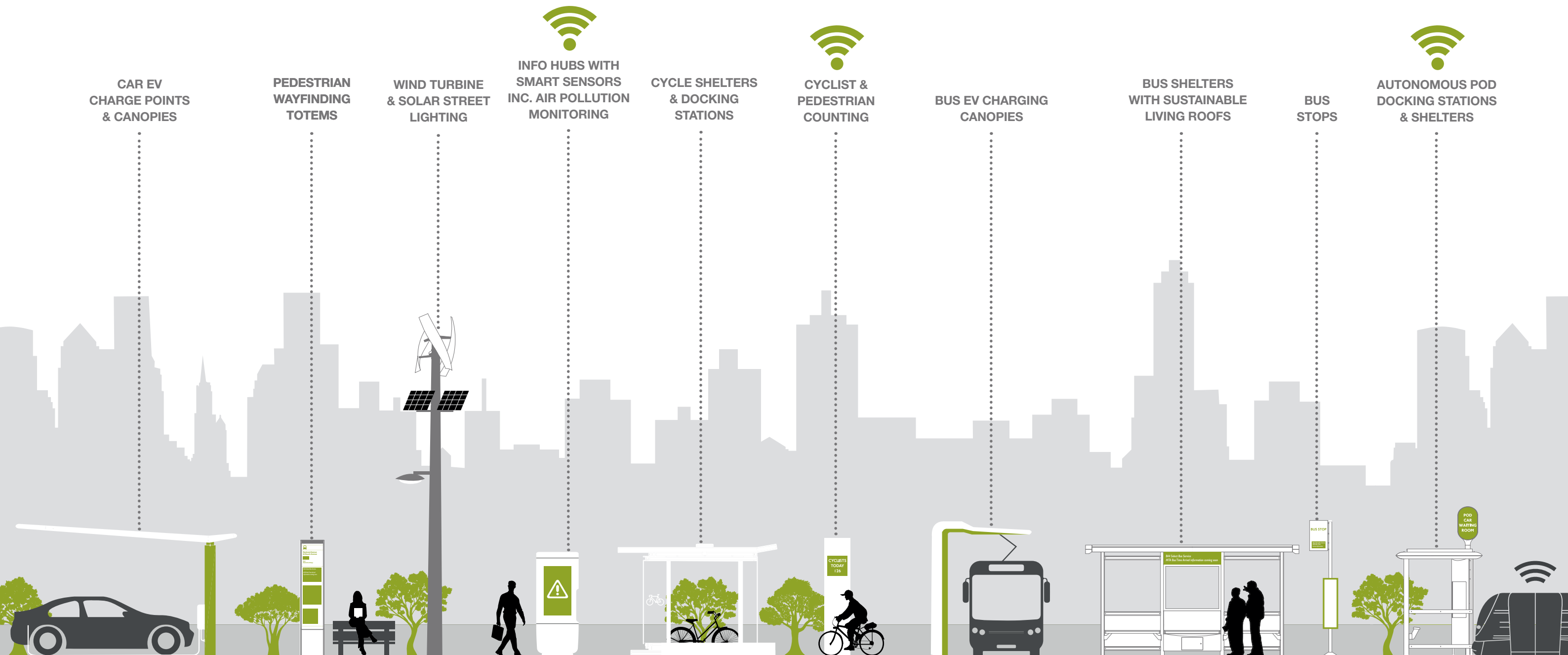
Environmental Bus Shelters

Trueform's environmental bus shelters help promote public transport usage. Made from recycled materials, our range includes options for EV bus charging, wind turbines and 'green/living roofs' that help reduce CO₂ emissions, purify air and provide ideal habitats for our endangered insects & wildlife



Public Transport, Mobility, Active Travel and Smart City Infrastructure

Transforming Mobility, Health and Air Quality in our Cities



World leaders in public transit infrastructure

Bus • Rail • Bus Rapid Transit • Airports
Streetcar • Cycling • Pedestrian Wayfinding



Contact our sales office on 020 8561 4959, email us at sales@trueform.co.uk or visit www.trueform.co.uk for more information on any of our products

Why choose Trueform?

Sustainable mobility is the central basis for economic growth and city prosperity in our globalised world, both in urban centres of population and in less densely populated areas.

Trueform provide intelligent public transport and active travel solutions to meet this requirement.

Trueform blend specialist public transport design engineering and manufacturing skills with accessibility design, graphic design, signing, intelligent electronic transit systems, safety and statutory standards, system planning, technical specification, user analysis, installation and maintenance expertise, based on an in-depth knowledge of public transport operations and movement of people in our towns and cities.

Trueform believes transport systems and environments should be sustainable, welcoming, safe and easy to navigate. Transport systems should be highly visible, distinctive and easy to use, by everyone.

Trueform have a proven track record in the provision of integrated and coordinated active travel and public transport solutions that attract travellers and encourage modal shift by successfully transforming public transport and the mobility experience. This is based on a sound understanding of the traveller's requirements - both now and projected into the future.

Trueform focus their attention on the points on the transport network where passengers "join", "transfer" and "leave". These are key components to improve, if area wide public transport solutions are to be effective.

Trueform are a leading ESG company (Environmental, Social and Governance). Trueform's green street infrastructure products assist organisations achieve ESG - the three central factors in measuring sustainability and societal impact.

Trueform work with clients to transform cities, providing solutions that deliver a promising and sustainable future.

