MagicMirror

Platform

EUROPEAN DATA PORTAL

URL https://www.data.gv.at/anwendungen/magicmirror-wiener-linien/

Quick facts

- Company: MagicMirror
- Sector: Transport
- Product / service: Platform
- Type of data : Geodata & Transport data
- Origin: Austria and Switzerland

Description

The MagicMirror is an interactive screen display positioned in several stations for public transport in mainly Austria and Switzerland. The design of the mirror taps into the selfie-craze. The screen is personalised and portrays your journey, the weather and relevant traffic upholds. Many users on social media share selfies and posts with the MagicMirror.

Benefits

The MagicMirror improves user experience and enhances the design of the station. Therefore, the MagicMirror promotes the use of public transport.

How open data is used

The MagicMirror uses data from the HAFAS system, which is fed by nearly all transportation providers in Austria, Switzerland (and Germany). Most providers present real time information on the departures. On top of that, the screen displays information on the time and weather reports.