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Metropolitans
de Barcelona

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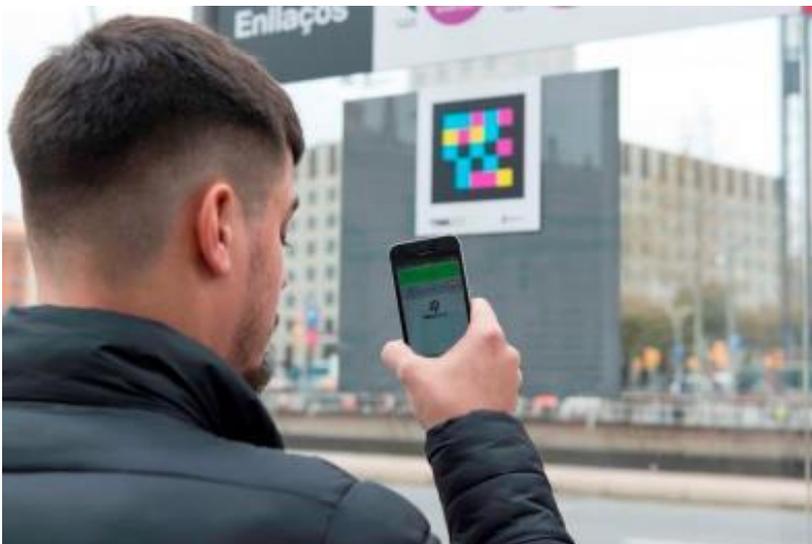
22 April 2021

Barcelona, the first city to post smart tags throughout the entire metro and bus network

The 9,100 multicoloured codes, or ddTags, are an important accessibility tool in place throughout the TMB networks that will help the visually impaired find their way around using their mobile phones.

The TMB app's new Go function opens the door to real-time service information, news, entertainment, audio books, the city agenda, languages, promotions and an array of other free content.

Transports Metropolitans de Barcelona (TMB) has completed the **roll-out of the smart tags (ddTags)** in all 161 metro stations and over 2,600 bus stops as a means of distributing a wide range of content while improving accessibility for the visually impaired. Barcelona has thus become the first big city in the world to have this system that allows **digital interaction** with users via any mobile phone connected to the internet.



Reading a bus stop's code with the NaviLens application

After a process of testing, manufacture, implementation and validation, the ddTags, similar to coloured QR codes, are now in **all access points on TMB's transport networks**: they can be found on line identification signs and information panels at bus stops, at the entrances to metro stations, in lobbies and vending machine areas, and on ticket validators, stairs, lifts and platforms.

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With the NaviLens application, a mobile phone can accurately capture the tags, without needing to know exactly where they are. This allows the visually impaired to use the voice assistant to "read" the signage of public transport networks, both at bus stops and in metro stations, and to receive warnings and other guidance necessary to move around safely.

At a bus stop, the NaviLens application informs the user of the stop's name and code, the bus lines that stop there, each one's destination, the estimated time of arrival and any possible service disruptions. In a metro station, each space is labelled with its description (entrance, lobby, vending machine area, ticket barrier, staircase, lift, platform, intercom, boarding point, etc.), but the application also relates the elements to each other spatially and calculates their distance from the user to enable the visually impaired to move about freely.

Now that the system has been generalised, TMB has begun a **cycle of information sessions** with organisations and groups for the visually impaired to give their members practical information on how they can make the most of NaviLens.

This interactive marker system for improved accessibility, developed by the technology firm Neosistec, has won several awards. In 2019, TMB was given an award by the Latin American Association of Metros and Subways (Alamys) as promoter of the best community project.

Exclusive cultural and news content

Smart tags benefit all users, thanks to the Go function integrated into the latest version of the TMB app. TMB Go was created with the aim of **facilitating and enriching users' travel experience** by incorporating new geolocated and updated content, all of which is contained in the more than 9,100 ddTags distributed throughout the TMB network: 4,227 on the bus network and 4,881 on the metro network.

Users [simply have to download TMB Go](#), press the new Go button on the TMB app and scan the nearest tag to instantly access real-time information on the next buses and trains, service incidents and passenger volume. They will also be able to read headlines and current news, enjoy audio books, access the city's agenda, practise English, look back at historical events, receive promotions and rewards from the JoTMBé loyalty programme, and many other surprises.

The Go button also incorporates services that provide current information on the district or municipality where the user is located. It allows users to share their favourite content and enjoy personalised services through JoTMBé so they can rate and save the content or share their ideas on how TMB can improve through the "Contact us" and "Give us your opinion" sections of the menu. For a summary of how it works, [watch this video](#).



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One of the visuals of the campaign to publicise TMB app's new Go function

The introduction of smart tag technology is part of TMB's digitalisation strategy for the public transport networks and a reflection of its drive to promote innovation that benefits users and citizens in general.