



## TAXI ART

**On 13th February, a unique new interactive technology is launched at the Science Museum and [www.thisislondon.co.uk](http://www.thisislondon.co.uk). Taxi Art combines London black cabs, the internet and satellite tracking allowing you to create digital art works online tha**

*Each cab in the 2900-strong Radio Taxi fleet is linked to a dispatch system based on satellite tracking data to ensure that the nearest taxi is the one that picks you up - cutting waiting time and pollution, and keeping London moving.*

*Now the satellite data is creating art, too. By selecting four individual taxi drivers, assigning each a colour and selecting an artistic style, you can create a unique digital artwork from the taxis journeys. Taxi Art is launched on Radio Taxis' new web site and live at the Science Museum London.*

([PRWEB](#)) February 13, 2002 -- Taxi Art is part of Radio Taxis Web Site [www.radiotaxis.co.uk](http://www.radiotaxis.co.uk). It is made possible because all 2800 drivers on London largest circuit are all connect to a data dispatches system that uses Global Position Satellites to ensure customers are picked up by the nearest taxi.

Taxi Art will be exhibited during half term at the Wellcome Wing of the Science Museum London when an estimated 100,000 people will visit the Museum. Visitors will be able to see this process in operation and learn how the unique interactive art is created and the benefits of satellite tracking in London Public Transport infrastructure.

New Media Company SAS are responsible for designing Taxi Art. They have over 11 years' experience building powerful online representation of customer brands.

Taxi Art will be featured on [www.thisislondon.co.uk](http://www.thisislondon.co.uk) web site.

Further information:

John Petrie: Tel: 020 7272 5471 ex 1110

Mobile: 07970 002 744

Rochelle Bruce: Tel: 020 7272 5471 ex 1244

## Notes to Editors

Radio Taxis [www.radiotaxis.co.uk](http://www.radiotaxis.co.uk) with over 2800 licensed taxis Radio Taxis is London leading Taxi circuit.

Science Museum [www.sciencemuseum.org](http://www.sciencemuseum.org)

(Scroll down to Science News: powered by Antenna) Antenna is a world first - a constantly updated exhibition devoted exclusively to science and technology news.

SAS [www.sasdesign.co.uk](http://www.sasdesign.co.uk) New Media Company SAS have created a number of successful interactive installations for the Science Museum and work with clients such as BT, Bourjois, Jaguar Racing and SonyEricsson on print and on-screen branding and communications.

The Public Carriage Office [www.londontransport.co.uk/pco/](http://www.londontransport.co.uk/pco/) as part of Transport for London's Surface Travel Directorate is responsible for licensing the familiar London taxi or 'black cab' and is also in the process of licensing private hire or 'mini-cab' services



**Contact Information**

**John Petrie**

Radio Taxis

<http://www.radiotaxis.co.uk>

07970 002 744

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).