

## **Papercast opens London office to accelerate growth**

*Papercast, the e-ink bus stop passenger information solution provider, today announced it has opened a new office in London to meet growing demand across the European region.*

Ljubljana, Slovenia and London, United Kingdom (PRWEB UK) 15 October 2016 -- Papercast, the e-ink bus stop passenger information solution provider, today announced it has opened a new office in London to meet growing demand across the European region.

The announcement coincides with Papercast teaming up with tech and telecoms entrepreneurs Robert Bicket and Peter Caplan, specifically to serve markets in the UK, Europe and beyond.

Papercast's next generation bus stop passenger information solution uses self-sustainable standalone solar powered e-ink displays, with a comprehensive content management system made specifically for public transport needs. The platform enables transport providers to effortlessly keep passengers informed on real-time and advance service information in a clear and user friendly format.

“With these consolidated strategic initiatives we are aligning the company with opportunities in this region, which is one of our major growth markets,” said Bogdan Pavlic, Papercast co-founder. “London is a strategically important location, reputed for progressive transportation initiatives, and the partnership with Robert and Peter will enable us to grow our business with customers and partners in national, continental and transatlantic markets.”

Bicket and Caplan come to the business with a combined 50 years' experience in founding and running high performing tech businesses, delivering products, services and solutions to both public and private sector markets.

“I know from extensive due diligence that Papercast has the most advanced e-ink passenger information solution on the market. We will officially launch in the UK later in the year with a proposition that fits the commercial model of transport providers,” Bicket said. “We are looking forward to building a London-based team and leading new initiatives with our partners and customers to help them keep their passengers informed, in line with their customer commitment.”

The move comes at a time when Papercast has experienced accelerated demand for its world-class digital passenger information solution in some of the world's more forward thinking passenger transport markets, with deployments in Asia, Europe and the USA.

Papercast was launched to the market in March 2016 after being field tested for over a year. It is designed, developed, engineered and produced by LIT Transit, a global Intelligent Transport System provider with a range of public transport solutions deployed across four continents.

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### **ABOUT PAPERCAST**

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powered e-ink displays, with a comprehensive content management system made exclusively for public transport needs. The platform enables transport providers to effortlessly keep passengers informed on real-time and advance service information at bus stops in a clear and user friendly format. Papercast is a LIT Transit company, a global Intelligent Transport System provider with a range of public transport solutions deployed across four continents.

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