

BCYCLE BIKE SHARING KIOSKS

BCYCLE OBJECTIVE:

Upon entry to the U.S. bike sharing market, BCycle’s aim was to provide a self-service bike share platform that would be fun, reliable and convenient enough to change the commuting behavior of citizens across the country.

MULTI-GENERATION SOLUTION:

Working with KIOSK Information Systems, BCycle has created two generations of platform design, both offering:

- *Flexible rental and docking stations to accommodate various city infrastructure needs*
- *Integrated RFID technology for bike tracking and faster release mechanisms*
- *Simple, user-friendly kiosk user interface and convenient mobile apps*
- *Solar, off-grid power functionality*

RESULTS:

Since entering the market in 2010, BCycle has earned the #1 spot in U.S. installation market share. Associated adoption statistics:

- *40+ cities on two continents*
- *4,000+ bikes*
- *500+ stations*
- *2.6 million+ rides and growing...*



Improving the Culture of Transportation with Bike Sharing Kiosks

BCycle’s first generation kiosk platform has become the most widely installed solution with more than 40 U.S. cities and recent deployment expansion into Chile. The fully automated rental platform provides a convenient and affordable transportation alternative to local commuters and tourists.

BCycle delivers an expandable network of easy bike locating services, rental and return. Planning professionals assist in location placement to optimize citywide infrastructure, and provide stations in areas with the highest popularity and citizen demand. Each bike is equipped with RFID tracking technology, enabling reliable inventory balancing throughout the city and easy user location services with smart phone apps.

Users have the option of either becoming an annual “B-connected” member with unlimited use privileges for a nominal fee or they can rent bikes at the kiosk on an as-needed basis.

New 2.0 Platform

In the spring of 2015, BCycle will install the new 2.0 design in Philadelphia, Penn. The 2.0 platform provides a fresh, contemporary look and feel while still maintaining all the anchor features and technology that have made the solution so successful.

NEW FEATURES INCLUDE:

- Larger enclosure profile for greater visibility of sponsor ad panel (backlighting options)
- Improved solar and battery functionality
- Enlarged solar panels
- Cast aluminum docks for improved aesthetics and durability
- EMV-compliant payment component options for best-in-class security
- Enhanced bike lock release mechanisms

KEY REVERSE COMPATIBLE FEATURES INCLUDE:

- Integrated RFID technology for bike tracking and fast member card release capability
- LED and audible notifications for bike release
- Software application to fully support inventory tracking, network management capabilities and overall solution reliability
- Low-power consumption componentry
- Weather-treated metals for corrosion resistance; graffiti-resistant paint

Both platforms are manufactured in the U.S. by KIOSK Information Systems, the World Leader in Custom Self-Service Solutions. KIOSK provides ISO 9001:2008 Quality Certification, and ISO 14001 certification tied to manufacturing environmental standards.



Performance Track Record:

- With installs in 40 cities and two continents, BCycle is proud to hold a 100% rating, tied to on-time and on-budget metrics.
- On average, cities expand their networks by 40% from initial install. Post-install expansion is the most authentic endorsement of deployment success.



“The new stations look great, while continuing to operate on the technology platform that has reliably served more than 40 cities for years.”

Bob Burns, BCycle President



To learn more about implementing BCycle in your city CALL **920.478.2191 x14686**, or EMAIL info@bcycle.com