

**Press Release:  
SchlumbergerSema Wins Contract to Design, Build and Manage  
E-Government UK Multi-Modal Transport Portal (20 January  
2003)**

SchlumbergerSema, a business unit of Schlumberger Limited, today announced that it has been chosen by the UK Department for Transport to lead a consortium that includes Atkins, BBC Technology, ESRI (UK) and Real Time Engineering Ltd, to deliver the Transport Direct portal.

The Transport Direct portal is one of the most comprehensive services of its kind providing travellers with easy-to-access travel information for the entire journey whether it be by train, bus, tube, tram, air or car. It will enable travellers to easily view their travel options, plan journeys, compare costs, predict journey times and keep up to date with real time travel conditions. It will also provide links to ticketing service providers.

"We have been highly impressed by the professionalism, experience and expertise of the SchlumbergerSema consortium," commented Nick Illsley, chief executive of Transport Direct. "The success of the portal relies on the consortium to collate and interpret many sources of data, whilst presenting the information in an easy-to-use format. We believe that the consortium we have selected will deliver a world-class travel portal that will make life easier for the UK travelling public."

Under the three year contract worth £15 million, SchlumbergerSema is responsible for overall project management including the design, build and managed service operation of the portal. Atkins will provide the journey planning software; BBC Technology will design the user front-end; ESRI (UK) will deliver the mapping software and solutions and Real Time will supply air information solutions.

"The Transport Direct portal takes us one step closer to meeting the challenge of delivering a fully integrated transport system in the UK", commented Dominic Arcari, director for transport, SchlumbergerSema. "Drawing on our extensive understanding of the transport industry and our experience in managing large scale projects, we will work with the consortium members to ensure Transport Direct achieve their target of delivering a 'one stop information shop' by the end of this year."

The first version of Transport Direct will be available via the Internet by the end of 2003. Ultimately it will also be possible to access travel information via digital TV, mobile phones and kiosks in the High Street.

**About SchlumbergerSema**

SchlumbergerSema is one of two business segments of Schlumberger Limited, a global technology services company. With more than 30,000 employees serving customers in 65 countries, SchlumbergerSema aggregates IT consulting, systems integration, managed services and related products to the oil and gas, telecommunications, energy and utilities, finance, transport and public sector markets. Leveraging the Schlumberger DeXa\* Suite of Services, it also provides IP network connectivity, information security solutions, distributed computing support services and data center hosting services. In 2001, Schlumberger revenues were \$14.3 billion. For more information, visit [www.slb.com](http://www.slb.com).

**About Transport Direct**

The vision for Transport Direct is to provide a comprehensive, easy-to-use, multi-modal travel information and ticketing service for any journey within the United Kingdom.

Transport Direct was announced in Transport 2010 - The 10 Year Plan. Targets for 2003, as set out in the 10-year plan, are:

- Real-time (that is, actual rather than recorded or timetabled) train operating information
- Real-time information on many local bus services
- Multi-modal travel information on the internet, covering road journeys as well as all public transport modes at a single point of contact
- Booking of long distance multi-modal journeys on the internet
- Development of internet-based maps, which allow travellers to examine public transport options both for visiting a specific venue and for general travel around an area they are considering visiting

Transport Direct will be developed in close co-operation with local authorities, transport operators and technology providers.

### **About Atkins**

Atkins is one of the world's leading providers of professional, technologically-based consultancy and support services. Atkins operates around the world and employs 15,000 permanent staff. The Transport Direct work will be performed by Atkins Transport Solutions, an operating division of the company's 3,500 strong Highways and Transportation business unit. Transport Solutions deploys a wide mix of technical skills and transport related technologies from our offices throughout the UK to identify optimum solutions for our clients and meet the challenges of the transport agenda in the 21st Century. The business is involved in major Design and Build opportunities for contractors, framework commissions for Highway Authorities and the design, installation and operation of intelligent transport systems.

### **About BBC Technology**

BBC Technology is part of the BBC Ventures Group, the umbrella name for the BBC's commercial media services businesses comprising: BBC Resources, BBC Technology, BBC Broadcast and Kingswood Warren Ventures. BBC Ventures Group is wholly owned by the BBC and is charged with the task of maximising income to deliver back to the BBC to plough back into programmes and services for the benefit of all. BBC Technology began trading on March 31, 2001, drawing on the BBC's pioneering technological experience to offer solutions in media, broadcast and interactive applications to both the BBC and other global players. It can design, build and operate systems for managing and distributing content on multi media platforms. During its first year BBC Technology secured a contract with Hutchison 3G UK Ltd, holder of the UK's largest third-generation mobile phone license, to manage the production of its audio-visual content. The content will be accessible through Hutchison 3G's next-generation wireless service. Ann Wilson is its Managing Director.

### **About ESRI (UK)**

ESRI (UK) is the leading mapping and GIS solutions provider to all industry sectors within the UK. Transport Direct is one of a number of high profile e-Government initiatives in which ESRI (UK) software and solutions are being used. Others include The Planning Portal, National Land Information Service and The National Land and Property Gazetteer. These projects benefit from ESRI (UK)'s 100 strong consultancy services team's experience and knowledge of geographic information solutions. For more information visit the web-site [www.esriuk.com](http://www.esriuk.com).

### **About Real Time Engineering Ltd**

Glasgow based Real Time Engineering Ltd, is one of the UK's most innovative independent IT and business consultancies. Founded in 1988, Real Time has built a reputation on its unparalleled technical expertise and incisive understanding of the key business drivers in its target markets. In the aviation sector, Real Time provides systems and consultancy in the

areas of Passenger Forecasting and Resource Management, Common Use, Baggage, Flight Information and Airport and Airline Charging. Real Time's customers include key international players such as BAA, CAA, ScottishPower, Shell, BP, and TotalFinaElf, making it expert in the fields of aviation, utilities, oil and gas and telecoms. For more information, visit [www.rtel.com](http://www.rtel.com).

\*Mark of Schlumberger.

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