



**For Immediate Release**  
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*Attention:*  
*Technology and Transportation Editors*

## **RouteMatch Software Forms Strategic Alliance with Ontira Communications for Delivering Interactive Voice Response (IVR) to Transit Agencies**

*--Partnership allows for transportation agencies to seamlessly integrate scheduling and dispatching software with Interactive Voice Response; Paratransit riders get 24-hour automated ride information – a compelling ‘best of breed’ offering*

**ATLANTA, January 19, 2010** – RouteMatch Software, Inc. today announced it has formed a strategic alliance with Ontira Communications, Inc., a leading provider of Automated Traveler Information Systems (ATIS) for the transportation industry. Under terms of the alliance, RouteMatch, a leading provider of scheduling and dispatching software, will integrate and package Ontira’s HandyLine™ solution into the RouteMatch Suite of software. This integration will benefit RouteMatch customers by providing 24x7 access to trip information over the telephone. Additionally, customers will be proactively notified about upcoming trips through telephone and/or email/SMS.

HandyLine works in conjunction with a variety of media including Interactive Voice Response (IVR). Registered users of this service can receive reminder notifications of their upcoming demand response trips and confirm and cancel them using the self-service IVR. This service benefits the transit agency by reducing the number of routine inquiries about upcoming trips, allowing them to focus on providing better service for more complex requests. As a result agencies can handle more incoming calls without incurring increased costs.

Handyline™ optional modules include automated trip booking, automated speech recognition, and Email / SMS support. In addition, Routematch and Ontira are exploring multi-modal trip planning features to offer riders even more options when planning a trip.

The comprehensive product will benefit all of Routematch’s customers by offering a lower barrier of entry to providing self-service and notification features to their riders.

### **About Ontira Communications, Inc.**

Incorporated in 1984, Ontira has evolved from a transportation technology consulting firm and software developer into a total communication solutions provider. Ontira’s solutions deliver a single platform to deliver relevant real-time information to your riders through a

variety of mediums including web, telephony IVR, Wireless Devices, SMS / Email, and Outbound Notifications. Ontira is a leading provider of IVR in the transit industry, with over 80 installations at transit agencies throughout North America. Additional information about Ontira Communications can be found at [www.ontira.com](http://www.ontira.com) or by calling 416-915-9593

### **About RouteMatch Software**

RouteMatch is the leading provider of transit ITS software and solutions. Founded in 1999, the company is headquartered in Atlanta, GA, and its software is currently in use at more than 275 sites in 45 states across the U.S. and has experienced one of the fastest growth rates within the industry in the past four years. Targeting private and public sector passenger transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, fixed route CAD/AVL, paratransit and fixed route integration, business intelligence, transportation coordination and more. Additional information about RouteMatch's ITS technologies is available at [www.routematch.com](http://www.routematch.com) or by calling RouteMatch toll-free at 1-888-840-8791.

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