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XTD's Contact Light Launches Transit App EMBARK



Apple's App Store nominates EMBARK as a "New App We Love"

Highlights

- XTD innovation division Contact Light launches new EMBARK transit application
- EMBARK is live across Australia and also in 60 cities in 14 countries
- Fourth most popular navigation App in Australia

Contact Light Pty Ltd, the innovation division of digital out-of-home company XTD Ltd (ASX:XTD) has announced the international launch of its EMBARK app ("app"). The app has already been nominated by Apple as a "New App We Love".

EMBARK is a comprehensive mobile-technology solution that allows people to navigate from their current location to any destinations serviced by all forms of public transport including trains, buses, ferries, trams and light rail.

Contact Light is deploying EMBARK (<http://getembark.io>) as part of an international release of the new platform. The app is now available for use in all major Australian cities as well as in more than 60 cities in 14 countries worldwide.

Apple has this week named EMBARK as a 'New App We Love' and it features on the home-screen of the App Store. In the opening days of release EMBARK rocketed up the Apple charts to become the fourth most popular navigation app in Australia, behind giants like *Google Maps* and *Waze!* The App will be available for Android devices in the coming weeks.

Contact Light CEO Mike Boyd said, "EMBARK's capabilities are such that it is fully functional in all Australian capital cities and major regional centres with public transport infrastructure. People who take the free download from the Apple App Store can also use

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EMBARK in major cities in countries like the USA, UK, Canada, Germany, Spain, New Zealand, Mexico and France.

“With such extensive deployment of EMBARK now underway, Contact Light is now exploring commercial partnerships with major marketers who are reaching for new channels to connect with their mobile populations,” said Boyd.

Contact Light was spun out of XTD in July 2015 to take advantage of major opportunities in the rapidly growing digital out of home and mobile technology industries, with XTD currently holding a controlling interest of 52%. Earlier this year, Contact Light announced the launch of the *Edeo* app with Curtin University in Western Australia, enabling intra-campus transport tracking, wayfinding and custom campus maps with levels of detail not seen in Google or Apple Maps.

Steve Wildisen, CEO of XTD and Chairman of Contact Light, said the company was delighted with the launch of EMBARK and the prominence given to the app by Apple. *“We are developing a suite of technology products under the Contact Light brand, all of which are world-leading in their capabilities,”* he said.

XTD is the owner and operator of the world’s first cross track digital media and information system designed for the transit networks of major global cities. In Australia, XTD operates the cross-track media and information systems within the Melbourne and Brisbane metro rail networks and is in discussions for the installation of the systems in two major Asian cities.

Ends

For more information, visit www.xtd.tv or contact:

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