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## AmTrak Trials GPS-based Ads

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### Ads on Track for Targeted Ride

A new effort to use GPS positioning to sell location-sensitive advertising will get a trial run beginning next month on the Amtrak route between Philadelphia and New York.

Pennsylvania's Department of Transportation has contributed a \$155,000 grant to enable the passenger rail system to test out the system created by Philadelphia-based NRoute Communications.

The company will install interactive media screens in Amtrak trains' cafe cars, providing Internet access over a high-speed wireless network. If the concept takes off, advertisers will foot the bill — Amtrak admits being too cash-strapped to install the communications amenities — and may target consumers based on location, provided by GPS.

NRoute Communications evolved its M64Gate to manage the service, and integrated a Garmin receiver atop the railcar. The company plans to distribute content from Philadelphia advertisers, for example, to cars within a give radius of that city, so that passengers detraining there will be appropriately informed.