



Leading Transit App Moovit Now Offers Free Tools for Businesses to Help Customers Easily Reach Their Location Via Public Transit

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Companies that want more customers walking through the door now have a web tool kit to easily direct people to their location via public transit. Moovit, the world's #1 public transit app, has launched [Moovit for Developers](#), a selection of free resources for web and app developers to install on virtually any company's website or integrate into an Android or iPhone app. With a simple click, visitors on the site are shown all public transit options to get from their current location to the company's place of business.

Moovit for Developers draws from Moovit's transit directions, which is the world's largest repository of public transit data with as many as 200 million new data points a day from Moovit's more than 55 million users.

"Installing the Moovit Directions Web Widget, text links and buttons on a website is the simplest way a company can generate more traffic to its location via mass transit," said Moovit Vice President of Products Yovav Meydad.

"Amateur and professional website developers and webmasters alike will find Moovit's new tools easy to embed and customize on just about any app or website.

"By providing businesses these free Moovit services, we're supporting local and international businesses while promoting mass transit ridership," Meydad said.

Moovit for Developers includes:

- Directions Web Widget (plus simple alternative formats: Buttons and Text Links): Helps customers/users arrive at an address with public transit through a simplified version of Moovit for Web. Useful for any *Contact Us* page of a business, office, school, organization or event page. The Web Widget is fully customizable and available in 15 languages. *Examples:* [AMI Ferrara](#), [Viação Pássaro Branco \(bus agency in Brazil\)](#), [LSL-Finland](#), [Israel Rail](#)
- Deeplinking: Provides a one-tap experience from the business's native applications directly to Moovit's mobile trip planner on Android or iOS.

- Embedded Web App Version of Moovit for Web: A co-branded Moovit for Web experience direct on a third party website. Perfect for transit operators and ministries of tourism. *Example:* [Visit Rio](#)

Oscar Formaggi, Technical Manager at AMI Ferrara, a local transit agency in Italy that has integrated the Moovit Web Widget said, “The Moovit Widget is a very useful tool to share information with public transport users in Ferrara, Italy. It allows our users to find timetables and precise step-by-step directions for their ride very quickly. It also was very easy and quick to add to our site.”

Learn more by clicking [here](#).

About Moovit

Moovit simplifies your urban mobility all around the world, making getting around town via mass transit easier and more convenient. Moovit is the #1 transit app in the world with more than 55 million users, and was named Top Local App of 2016 by Google.

By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for their journey. The Moovit community sends active reports about their travel experience, such as bus congestion levels, cleanliness, and more to help others have a better travel experience.

Moovit generates as many as 200 million data points a day that comprise the world's largest repository of transit data. The Big Data gathering is aided by Moovit's network of more than 150,000 local editors, called “Moovitors”, who help map out and maintain local transit information in cities that would otherwise be unserved.

Moovit is available for free on [iOS](#), [Android](#) & [Web](#) in over 1,200 cities, across 75 countries worldwide, and can be used in 43 languages.