



**NYC TAXI & LIMOUSINE COMMISSION
INTERIOR ADVERTISING PROVIDER LICENSE
AUGUST 14, 2024**

PROPOSED RULE FOR PUBLIC HEARING

Chair Do and Members of the Board of Commissioners,

My name is Michael Chow, founder and CEO of Dart Technologies, a Tech:NYC startup member headquartered in Manhattan and software provider of passenger media solutions for mobility operators.

On behalf of Dart Technologies, we strongly advocate for simplification of non-core requirements to preserve flexibility for passenger experience innovation going forward.

Counter to the intent of Local Laws 33 and 56 designed to create a vibrant marketplace providing choice of licensed solutions for drivers, currently proposed rules include overly-specific technical restrictions on functionality and content (e.g. must display a prologue provided by the TLC at the start of each trip; at least 15% of the Passenger-facing device's content will be comprised of TLC-provided content; must display reminder about the payment of a gratuity) that will likely result in no providers able to fully comply and operate innovative systems within a paradigm anchored by legacy TPEP solutions tethered to yellow taxi meters i.e. broadcasting a single linear videoloop programmatically initiated by driver starting trip via meter.

Our support for removing non-core technical requirements is rooted in firsthand experience operating our iPad-based passenger media network for independent driver partners prior to the Second Circuit Court of Appeals reversal in 2019.

We believe that prudent implementation of this legislation will lead to a win-win outcome for all stakeholders involved – promoting economic growth, technological innovation, and an improved passenger experience. Thank you Board of Commissioners for considering our perspective.

Sincerely,

[Michael Chow](#)

CEO

Dart Technologies

(646) 939-2394

About Dart Technologies, Inc.

At Dart Technologies, our mission is to build the passenger media network delivering digital services for connected and autonomous e-mobility, making cities smarter and the ride more enjoyable. We do this by providing an iOS/Android-based infotainment platform for mobility partners to elevate the in-car experience by delivering engaging content to audiences on the move. As a Tech:NYC startup, our team is uniquely positioned at the intersection of media and mobility, with prior experience deploying digital out-of-home media platforms at RMG Networks (fka Danoo) and Starwood Hotels, as well as expertise working with OEMs and suppliers advising the US Treasury during the Automotive Bailout.



§59E-23 Technical Requirements – Approved Electronic Tablet

(c) Passenger functionality and interaction.

(1) Any Passenger-facing screen displaying third-party content must be authorized by the TLC and adhere to the following specifications:

(A) a Passenger-facing screen must display a prologue provided by the TLC at the start of each trip

(F) a Passenger-facing screen must display content that includes a reminder about the payment of a gratuity from a passenger to a driver prior to displaying any third-party content.

(G) any Passenger-facing device that displays third-party content must display content provided by the TLC, subject to the following limitations:

(i) The content provided by the TLC will be in the same format as the third-party content displayed by the Passenger-facing device, and

(ii) At least fifteen percent (15%) of the Passenger-facing device's content will be comprised of TLC-provided content. The TLC required prologue will not be counted against the fifteen percent requirement for TLC-provided content.

About Dart Technologies, Inc.

At Dart Technologies, our mission is to build the passenger media network delivering digital services for connected and autonomous e-mobility, making cities smarter and the ride more enjoyable. We do this by providing an iOS/Android-based infotainment platform for mobility partners to elevate the in-car experience by delivering engaging content to audiences on the move. As a Tech:NYC startup, our team is uniquely positioned at the intersection of media and mobility, with prior experience deploying digital out-of-home media platforms at RMG Networks (fka Danoo) and Starwood Hotels, as well as expertise working with OEMs and suppliers advising the US Treasury during the Automotive Bailout.