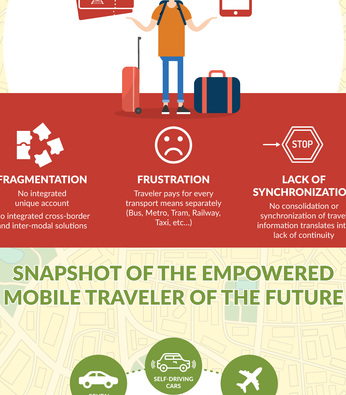
THE MOBILE REVOLUTION
ACCELERATING SMART TRAVEL

SNAPSHOT OF PAST TRAVEL CHALLENGES

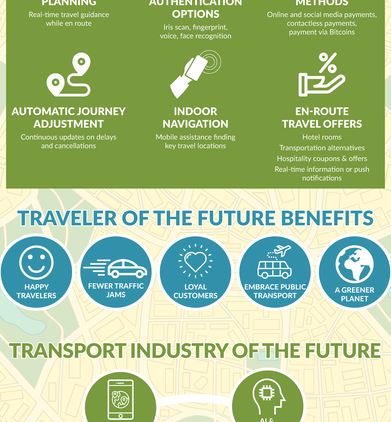


FRAGMENTATION
No integrated unique account
No integrated cross-border and inter-modal solutions

FRUSTRATION
Traveler pays for every transport means separately (Bus, Metro, Tram, Railway, Taxi, etc...)

LACK OF SYNCHRONIZATION
No consolidation or synchronization of travel information translates into lack of continuity

SNAPSHOT OF THE EMPOWERED MOBILE TRAVELER OF THE FUTURE



ONE SEAMLESS INTEGRATED PLATFORM WITH MANY JOURNEY ENHANCEMENTS

CO-EXISTENCE WITH OTHER TECHNOLOGIES

JOURNEY PLANNING
Real-time travel guidance while en route

EASY AUTHENTICATION OPTIONS
Iris scan, fingerprint, voice, face recognition

ENHANCED PAYMENT METHODS
Online and social media payments, contactless payments, payment via Bitcoins

AUTOMATIC JOURNEY ADJUSTMENT
Continuous updates on delays and cancellations

INDOOR NAVIGATION
Mobile assistance finding key travel locations

EN-ROUTE TRAVEL OFFERS
Hotel rooms
Transportation alternatives
Hospitality coupons & offers
Real-time information or push notifications

TRAVELER OF THE FUTURE BENEFITS

HAPPY TRAVELERS
FEWER TRAFFIC JAMS
LOYAL CUSTOMERS
EMBRACE PUBLIC TRANSPORT
A GREENER PLANET

TRANSPORT INDUSTRY OF THE FUTURE

MaaS*
AI & E-MOBILITY

Enhanced traveler experience

SECURE TRAVELER FOCUS
CASHLESS TRAVEL

*MaaS = Mobility as a travel service

THE POWER OF NFC IN PUBLIC TRANSPORT

WHY CONSUMERS LIKE NFC TECHNOLOGY

Simple, intuitive technology for all ages and tech abilities

Combines well with other technologies (e.g. Bluetooth)

Adaptable and no worries of environmental factors such as water or light

Consumer is in the driver's seat with NFC – tap triggers intentional action

Less to carry (no wallet with numerous cards)

WHAT PUBLIC TRANSPORT OPERATORS LIKE ABOUT NFC

Protection of investment in fare management infrastructure

Greater deployment flexibility

The opportunity to strengthen customer loyalty

Know your customer and their habits better

Increased customer engagement

High level of security, better fraud management

BYOD, no card infrastructure to be deployed and to be managed (cost savings in card logistics)

Future proven technology

Easy to adopt

JOIN THE NFC FORUM
HELP TRANSFORM PUBLIC TRANSPORT

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