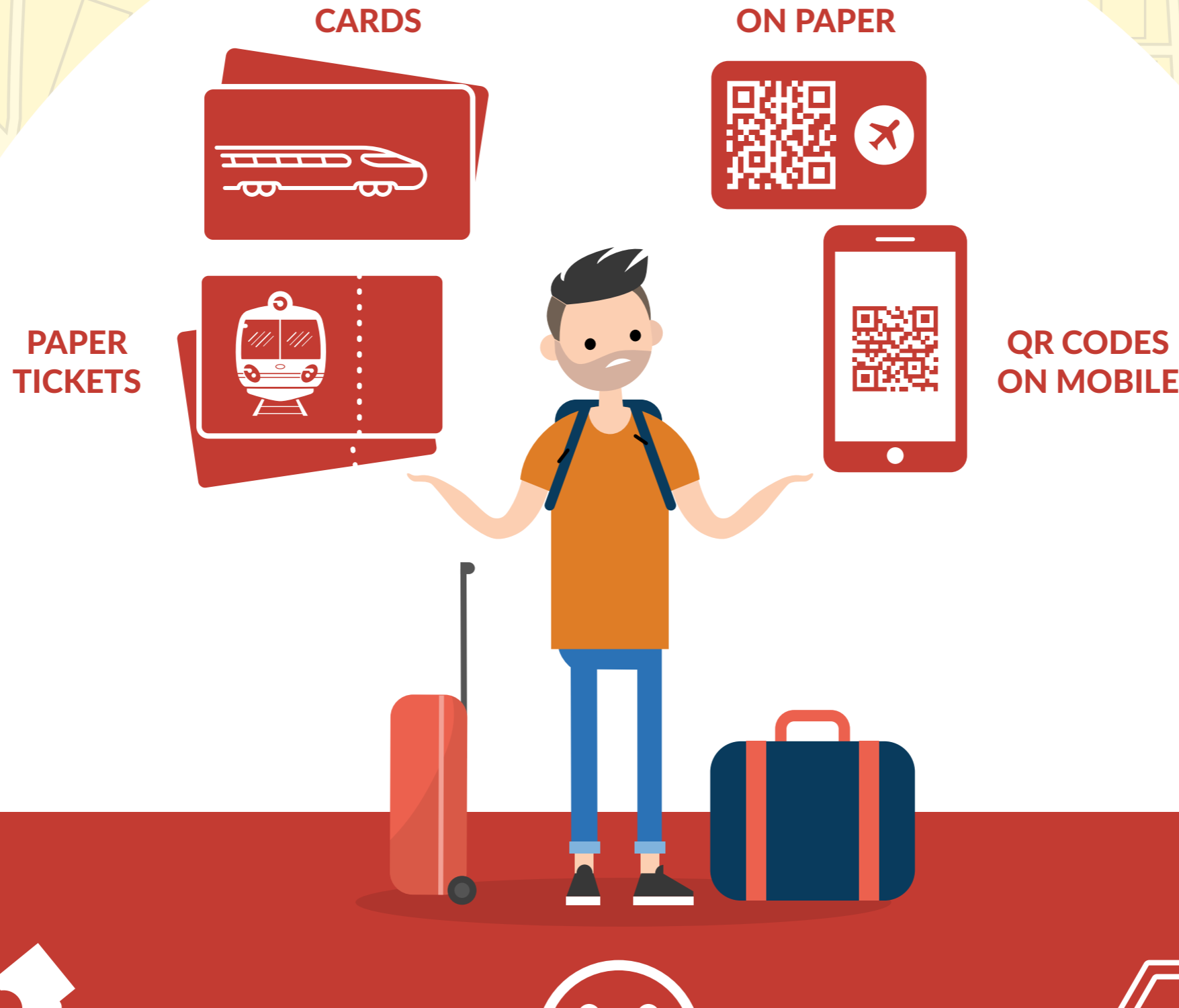


THE MOBILE REVOLUTION ACCELERATING SMART TRAVEL

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



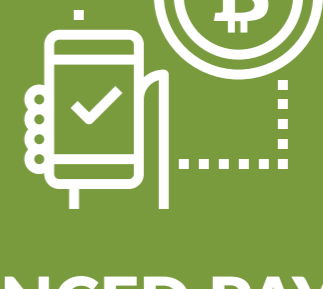
JOURNEY PLANNING

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



TRANSPORT INDUSTRY OF THE FUTURE



Enhanced traveler experience

*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



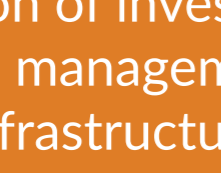
Protection of investment in fare management infrastructure



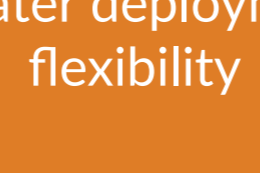
Greater deployment flexibility



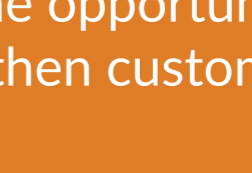
The opportunity to strengthen customer loyalty



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

WWW.NFC-FORUM.ORG

