The Mobile Revolution
Accelerating Smart Travel

Snapshot of Past Travel Challenges

- Fragmentation: No integrated unique account
- Frustration: No integrated cross-border and inter-modal solutions
- Lack of Synchronization: A traveler pays for every transport means separately (Bus, Metro, Tram, Railway, Taxi, etc.), and no consolidation or synchronization of travel information translates into lack of continuity.

Transport Industry of the Future

- One Seamless Integrated Platform: With many journey enhancements
- Traveler of the Future Benefits: Enhanced traveler experience
- Future Proven Technology: Easy to adopt

Why Consumers Like NFC Technology

- Simple, intuitive technology for all ages and tech abilities
- Consumer is in the driver's seat with NFC – tap triggers intentional action
- Less to carry (no wallet with numerous cards)
- Combines well with other technologies (e.g. Bluetooth)
- Adaptable and no worries of environmental factors such as water or light
- Protection of investment in fare management infrastructure
- Greater deployment flexibility

What Public Transport Operators Like About NFC

- Protection of investment in fare management infrastructure
- Future proven technology easy to adopt
- Increased customer engagement
- High level of security, better fraud management
- Know your customer and their habits better
- BYOD, no card infrastructure to be deployed and to be managed (cost savings in card logistics)
- Increased customer engagement
- High level of security, better fraud management
- The opportunity to strengthen customer loyalty

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