



The next wave of transportation ticketing

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Challenges for public transport - Megatrends

- Agglomerations are growing and demand multimodal planning
- population is turning from passengers to consumers of mobility
- Demographic change
 - > more consumer demand for mobility and service
- Limited resources for public goods
 - > optimizing sales infrastructure

Electronic Fare Management: Ci/Co or Bi/Bo?

- Need for
 - *Infrastructure (validators)*
 - *Specific user media (smart cards)*
- Demanding behavioural scheme for patrons
 - *Mandatory attention to perform CheckOut*
 - *(Blind) trust in a reliable Beln*
- Conclusion
 - *Combine the advantages of Ci/Co and Bi/Bo*
 - *Deploy a common user medium to save infrastructure!*





Solution: nextwave

- Smartphone-based CheckIn/BeOut
 - *CheckIn for individual safety of owning a ticket*
 - *BeOut as a guarantee against forgotten CheckOuts*

- Smartphone as
 - *Device for information, booking and payment*
 - *multimodal mobile mobility portal*

- Conclusion
 - *Deploying smartphone-based Ci/Bo provides mobility service and not just the future of electronic fare management!*



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Thank You

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