

TRADE PRESS RELEASE
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Scan Me Up

Launched today, **Mobimatics'** *M-Scan* is the world's first affordable *M-Ticket* scanning device, purpose designed and built for the mass transit industry.

As Mark Tierney, Technical Director, enthuses, "The *M-Scan* is revolutionary. It is designed from the ground up to support the rigorous demands of the public transport industry. Installed on a 'plug and play' basis, the *M-Scan* operates standalone or fully integrated with RTIG compliant on-bus units. The *M-Scan* reads 1D and 2D barcodes on mobiles, PDAs, paper, card...you name it. In one swipe we have rendered solutions based on human visual validation redundant. What's more, because the *M-Scan* uses leading edge communication technologies, such as GPRS, Edge, and 3G, operators can see who is using their services in real-time!"

Via the *M-Scan*, **Mobimatics'** software systems enable transport operators to open a personal media channel to each and every one of their customers. '*Near2Me*' technology enables directed communications and marketing campaigns based on customer demographics and route usage. Operators can 'narrowcast' service information regards timetables and fares to individuals and, for example, the offer of a test drive received on your mobile as you pass the car dealer.

Chris Watt, Sales Director, explains, 'The *M-Scan* is the key to opening a new media-driven approach by transit operators towards their customers. It is the key to the digital future for the industry, one that will unlock the door to innovative, customer-centric, products and services that deliver real value add for the industry, through better operating margins and unique opportunities to leverage third-party revenue streams.'

Technical Information:

- The M-Scan reads 1D and 2D bar codes on conventional media, paper, card and electronic media (mobile phone, PDA, ultra portable PC)
- LCD for customer information
- Sound and light display for driver information
- Transaction times between 500ms and 1000ms
- Supports local database validation (to 4 GB) and remote database validation, via GPRS, Edge, 3G and WiFi
- Fully configurable data synchronisation.
- Standard measurements 9cm x 13 cm x 22cm (including antenna), Power 24V

Visit www.mobimatics.com to learn more about the Mobimatics products suite.

Mobimatics M-Ticketing can be experienced in action on First Group York's ftr service in York, U.K.

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