

PRESS RELEASE

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JUST THE TICKET

The future has arrived and it points the way to a cashless world. The team at Mobimatics have launched an innovative way to use public transport with just a mobile phone.

Mobimatics's unique mobile ticketing enables customers to buy a ticket anytime, anyplace, anywhere, through the Internet or via the mobile phone. The ticket is sent to the mobile phone in the form of a 2D bar code. At the same time, the ticket data is sent to all the Mobimatics enabled ticketing machines. When the mobile phone is presented to a ticket machine, it is validated by a scanner, and all the software and hardware components within the Mobimatics ticketing system communicate with each other in real-time via GPRS.

A world first, Mobimatics operates a mobile ticketing system that will literally revolutionise public transport, integrating software, communications technologies and hardware that can cope with the harsh environments that the transport industry experiences.

Mobimatics *M-Ticket* has just been rolled out throughout First Group's ftr project in York. Complementary Mobimatics *M-Vend* ticket machines are installed during the ftr manufacture process at the Wrightbus factory in Ballymena, Northern Ireland.

Mobimatics *M-Suite* of products provides huge benefits to transport companies, working within increasingly competitive environments and experiencing increasingly narrowing margins. Operating costs can be significantly reduced via the introduction of cashless ticketing and sophisticated yield management processes, and passenger loyalty can be increased through the *Mobi-Moola* loyalty reward scheme.

As Chris Watt, Sales Director, explains, "This means that customers never need be without a ticket, as the system can automatically detect when a ticket has expired and send the customer a new ticket. More importantly it means that the service operator at long last knows who their customers are, which services their customer uses and when they use them. It also means that the operator has the ability to communicate in real-time with its customers, perhaps to inform them of new services, delays or changes to a service. We also provide operators with the ability to introduce customer loyalty programmes which will reward customers for repeat business."

Mobile ticketing can be seen in action on First Group York's ftr service in York, U.K.

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