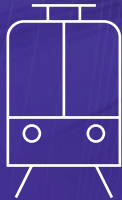


Urban mobility

Enabling the future of commuting



As 70% of the worldwide population will be urban by 2050, all stakeholders of the transport industry are striving to bring convenience, security and speed to commuters while adapting their infrastructure to the increasing demand.

Urban mobility at a tipping point

Public Transport Authorities, Public Transport Operators (PTO) and Ticketing System Integrators are in the midst of reinventing the urban mobility infrastructure to ensure convenient and high quality services to commuters.

The trend is moving away from closed-loop solutions towards **open payments**, meaning that commuters **no longer need a specific transport but simply their banking card**.

All stakeholders of the transport industry are also looking at ways to increase security, speed and seamless access to the network while simultaneously reducing maintenance costs and generating new sources of revenue.

IDEMIA offer focusses on:

- › **Interoperability** with existing infrastructures: IDEMIA products are certified by Arsenal for MIFARE® range / CNA for Calypso™ range / OSPT Alliance for CIPURSE™ range)
- › **A seamless and secure experience** with a large range of form factors (ID1 cards, NFC smartphone applications, wristbands, keys fobs, etc.)
- › **Intermodality** with digital ticketing solutions to simplify commuting between train, metro, shared bicycle or scooter.

Benefits



Improve commuters' flow

Offer them new ways to pay for their journeys. Customers can use their banking card or their NFC smartphone instead of queuing up at vending machines.



Facilitate mobility

Use a unique support or switch from one support to another at their convenience (card, smartphone, wristband, etc.) door to door.



Increase revenue collection

Reduce soft fraud thanks to frictionless access with EMV cards.

Why IDEMIA?

IDEMIA brings a wide expertise in urban mobility acquired since 2003. IDEMIA has deployed transit cards on all continents with more than 50 major references worldwide. With a local footprint of 30+ personalization centers around the world, IDEMIA supports all transit technologies on a variety of form factors.

IDEMIA offers a complete product portfolio in terms of technologies in all form factors.

Today, three standards dominate the transport eco-system: MIFARE®, Calypso™ and CIPURSE™.

IDEMIA supports all those technologies on a variety of form factors (paper tickets, transport cards, payment cards, mobile ticketing, wristbands, key fobs). IDEMIA is also the reference partner to build digital enablement solutions for managing ticket digitization and provisioning in smartphones: HCE*-based wallets and various existing third-party wallets belonging to major manufacturers.



	TICKET-BASED	CARD CENTRIC			ACCOUNT-BASED	
	TRAVEL RIGHT	TRANSIT CARD			CLOSE LOOP ACCESS CONTROL	OPEN LOOP PAYMENT
	Tickets, Tokens	MIFARE®	CALYPSO™	CIPURSE™	Credential	EMV open payment
Physical (cards, paper tickets, wearables)						
Digital (OEM wallet, PTO wallet)						

The portfolio is completed with value-added services to streamline your operations.



SMART INSTANT ISSUANCE

Commuters get their cards personalized instantly at the station.



SMART ONECARD

Commuters can upload and design their own cards via an online interface.



SMART ALERT

Commuters are alerted by SMS or email that their new cards are being shipped.



DIGITAL INSERTS

Commuters receive their user guides electronically.

*HCE: Host Card Emulation



And tomorrow?

With the quick evolution of biometric technologies and their deployment in everyday life, commuters will access their urban mobility infrastructures on the fly with IDEMIA's contactless biometric recognition solutions, e.g. MFACE or MorphoWave™.