

Urban mobility

Enabling the future of commuting



With the projected urban population reaching 70% worldwide by 2050, all stakeholders in the transport industry are striving to bring convenience, security, and speed to commuters while adapting infrastructure to meet 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 urban mobility infrastructure to ensure convenient and high-quality service to commuters.

Trends are shifting from closed-loop solutions towards open payments. To maintain control over the medium, the integration of EMV for transit solutions combines the benefits of both open and closed-loop systems, offering a compelling hybrid solution for stakeholders.

IDEMIA's offer focuses on:

- › **Interoperability** with existing infrastructures: IDEMIA products are certified by external laboratories for MIFARE® range / CNA for Calypso™ range / OSPT Alliance for CIPURSE™ range), EMV for transit compatible with the widely available kernels.
- › **A seamless and secure experience** with a large range of form factors (ID-1 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 commuter flow

Offer commuters new ways to pay for their journeys. Customers can use a bank card or NFC smartphone directly at the turnstile instead of needing to queue at ticketing machines.



Facilitate mobility

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

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.



Increase revenue collection

Reduce soft fraud thanks to frictionless access with EMV cards.

In addition, IDEMIA offers a complete product portfolio with technologies in all form factors.

Today, three standards dominate the transport eco-system: MIFARE®, Calypso™ and CIPURSE™. IDEMIA developed a new product range based on EMV standards.

IDEMIA supports all these technologies on a variety of form factors including paper tickets, transport cards, payment cards, mobile ticketing, wristbands, and key fobs. IDEMIA is the reference partner to build digital enablement solutions for managing ticket digitalization 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®	EMV for transit Credential	EMV open payment
Physical (cards, paper tickets, wearables)						
Digital (OEM wallet, PTO wallet)						

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

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SMART INSTANT ISSUANCE
 Commuters get their cards instantly personalized 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 fast 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, such as MFACE or MorphoWave™.