



Smart Ticketing Solutions

Featuring comprehensive solutions for both physical and virtual smart cards, the Smart Ticketing suite of products offers secure and easy-to-implement solutions for any transport scenario, including rail, bus, and ferry.



Ease of Integration

- + Comprehensive solutions from back office, to mobile device, to smart card
- + Compatible with existing smart systems, infrastructure and international specifications

Enhanced User Experience

- + Simple and convenient travel experience through smart ticketing
- + Improved customer engagement through contextual value-added services

Improved Profitability

- + Improved smart ticketing scheme insights with real-world travel data and analytics
- + Easy management of transaction data to ensure correct reimbursements

Proven Security

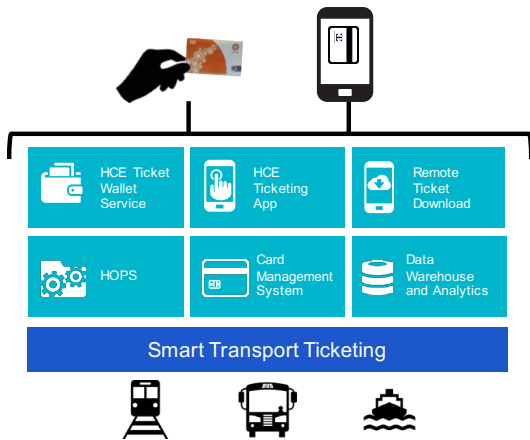
- + Leverages Host Card Emulation (HCE) technology for mobile ticketing
- + Reduced risk of fraud with smart technology versus paper tickets and other mobile ticketing solutions



Overview

Smart ticketing is changing the way we travel – bringing greater convenience and security to travelers and transport operators alike. Using smart cards and smart phones, travelers can store and use their tickets electronically, eliminating the need for traditional paper tickets and enabling users to simply tap their smart card or device on a gate or validator to access travel. Smart ticketing also enables access to a range of customer data on transport network use that can be used to improve services and customer experience.

Complete Smart Ticketing Solutions



Smart ticketing technology from Rambus combines back-office processing and analytics systems with web portals, mobile applications and smart cards to deliver comprehensive solutions to transport operators, local authorities and PTEs. Data analytics enable improved profitability and optimization of smart transport schemes through access to real-world travel data, with easy management of transaction data to ensure accurate reimbursements. ITSO certified and interoperable with existing transport providers, our smart ticketing solutions are easy to integrate across multiple modes of travel, simplifying customer journeys.

Use Cases

Our suite of products allows transport operators to rapidly deploy a simple smart card or mobile based ticketing system that enables better user experience alongside reduced management requirements leading to improved profitability. These products provide a trusted path to adoption in a variety of use cases:

- **Transport Operator schemes such as:**
 - Abellio ScotRail
 - Strathclyde Partnership for Transport (SPT)
- **Public Transport Executive schemes:**
 - Nexus
 - Nottingham City Council
- **Large integrated systems:**
 - Cubic for Transport for London (TfL)
 - Rail Delivery Group (RDG)

Solution	Description
HCE Ticket Wallet Service	Enables transport operators to easily and securely transition tickets from physical to virtual smart cards
HCE Ticketing App	Provides travelers with an intuitive interface to purchase, manage and use tickets on a mobile device
Remote Ticket Download	Allows customers to download tickets quickly and securely over the internet
Host Operator or Processing System	Manages the security of transport operator devices and processes the transaction coming from those devices
Card Management System	Manages customer information and cards to enable operators to issue new cards and provide customer support
Smart Ticket Checker App	Allows smart transport card holders to read the contents of their smart card using an NFC-enabled mobile device
Smart Cards	Enable ticketing, payment and ID applications on flexible, multi-application, secure platforms

rambus.com/smart-ticketing

