



**kapsch** >>>  
challenging limits

Kapsch CarrierCom

# ***RUTER AS supplier's conference***

*towards the next generation of mobile ticketing*



**vision #1**  
for

**Ruter#**



**vision #2**  
for

**Ruter#**

## ***Kapsch Group. A snapshot.***

### **We are**

- > A global technology group of companies
- > A world market leader in the field of traffic and public transport
- > Providing solutions for traffic, communications and IT



**Vienna**  
headquarter



**+6.500**  
employees





user needs  
**vary.**

**daily  
commuter**

**occasional  
traveler**

**typical  
tourist**

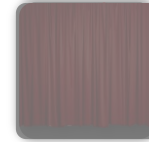
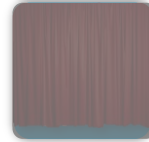
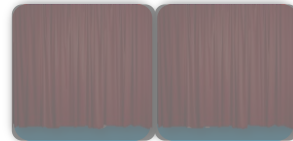
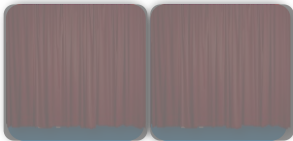
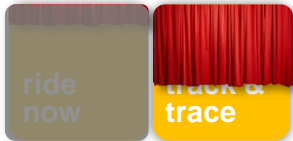
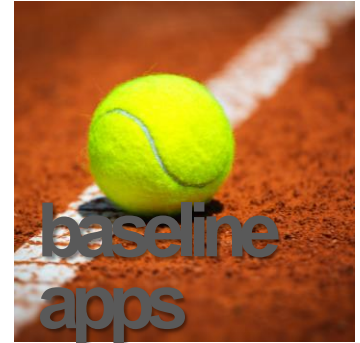
**lifestyle  
geek**

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# A suite of mobile apps for PTOs

We already revealed some of them



# Drop the curtain for: TRACK AND TRACE

Check-in-check-out for distance based fare systems



Ci-Co for distance based fare systems.



## location based tracking

use smartphone sensors: GPS, accelerometer, WiFi, ...

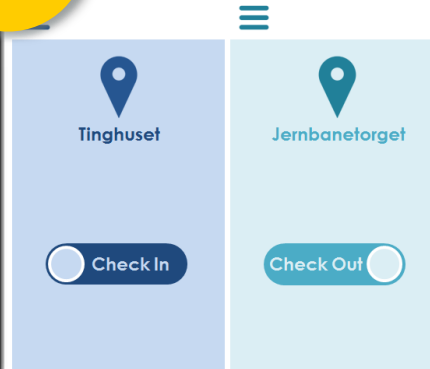


## hardware-free

*in analysis*

*Native for iOS and Android*

proof of concept



*user interface design subject to change*

# HopOn

cutting through lines



## AWARDS



## A bit of background



**HopOn** was established in Israel in late 2013 and developed a successful and unique low cost mobile cloud based solution that is easily integrated with public transport operators.

Qualified for the E Mark Certificate for UltraSonic & BLE Beacons

Low power consumption - No need to open BLE or GPS .

Cross platform and device agnostic

Big Data analytics

Patent pending innovative system gives operators and passengers the best experience in public transportation.

The application is ultra secure, advanced and simple to use for both user and operator.





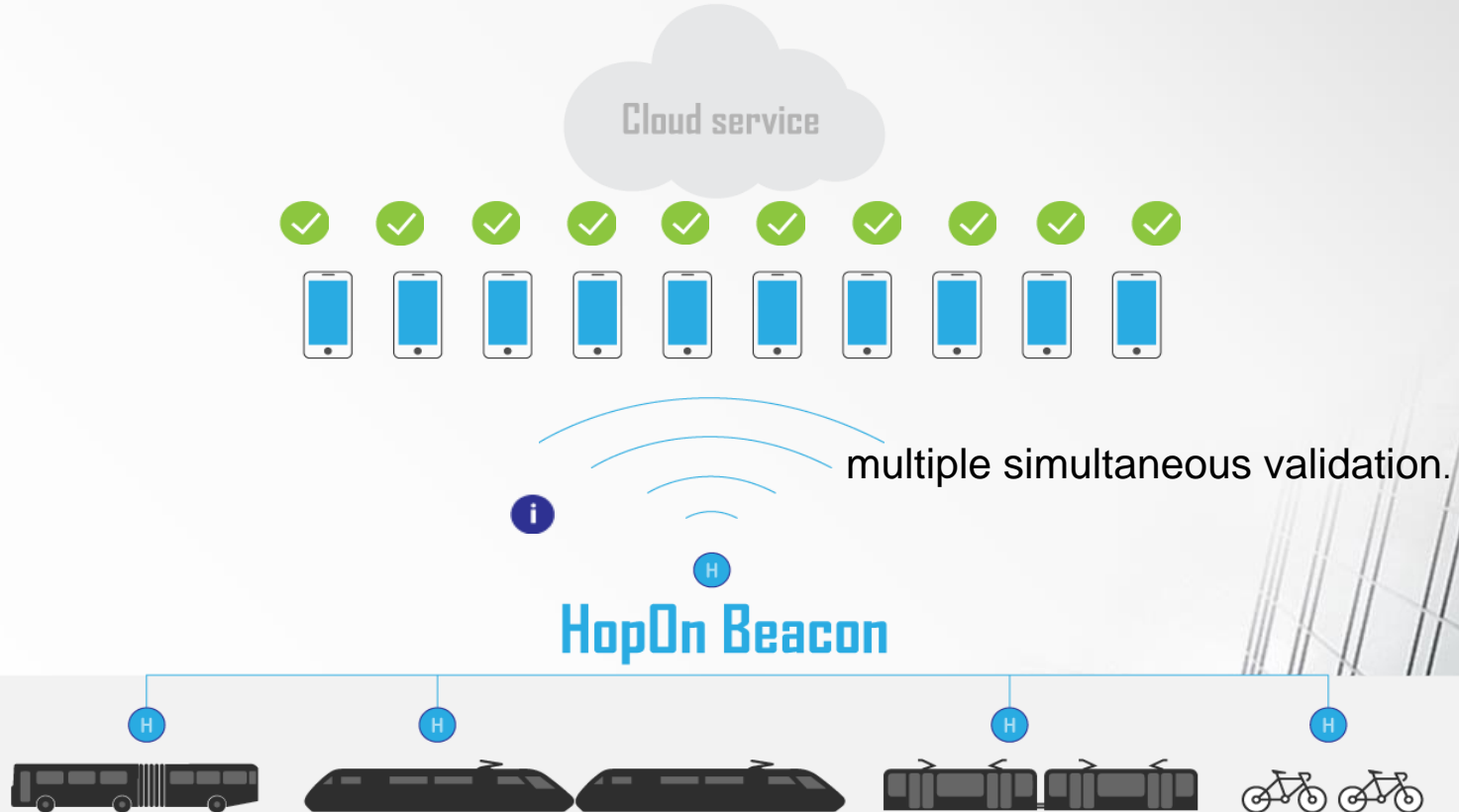
- Installed in over 700 Buses of Dan in Tel Aviv
- Installed on all of Tel-Ofun bike share stations in Tel Aviv
- In a process of full deployment in Hradec Kralove, Czech Republic
- Large Evaluation Project in Berlin and Lubeck ( Germany)
- Available SDK, implemented by Bank Hapoalim and available from their site.

Applications include

- Fleet Management
- Financial Institutions
- Ticket Fair Calculation
- Analytics
- Content providers

## HOPON'S TECHNOLOGY FLOW

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**HopOn**  
cutting through lines

## SERVICES

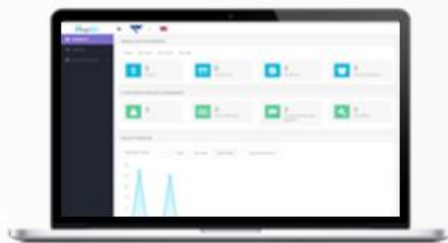
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**Consumer app** - cross platform  
and device agnostic



**HopOn inspect**  
Fraud control and risk management tools



**Back office system**  
Creating new big data opportunities

**HopOn**  
cutting through lines



## Benefits of HopOn

### Reduce Operational cost

- Reduce cost of ticket sales by 50% .
- Reduce the use of paper ticket and one time Smart ticket.
- Eliminate the Hardware annual maintenance fee of 18% .

### Cloud Based solution

- No Expensive Hardware
- Secure
- Redundant and back upped 7/24

### Reduce Boarding time

- lowering station's stopping time and delays
- reduces pollution
- increases driver's efficiency and customer satisfaction

### Create new customer experience

- no Cash
- no line
- easy to buy and transfer (kids, elderly, lost wallet...)

### Analytics

- + **For Public Transport operators**
  - enhanced and easy to use back office interface.
  - unique capabilities and real time monitoring to reduce fraud and minimize losses.
  - analytics to optimize ticketing and pricing plans.
  - route and capacity optimization
- + **For Content providers –**
  - real time location and directions,
  - passenger behaviors ,
  - routes and economic information.





***Thank you  
for your attention.***

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