



## FARA and the future of integrated mobility

Presentation to RUTER  
February 12th, 2018

*TECHNOLOGY IN MOTION*

[WWW.FARA.NO](http://WWW.FARA.NO)

### We are:

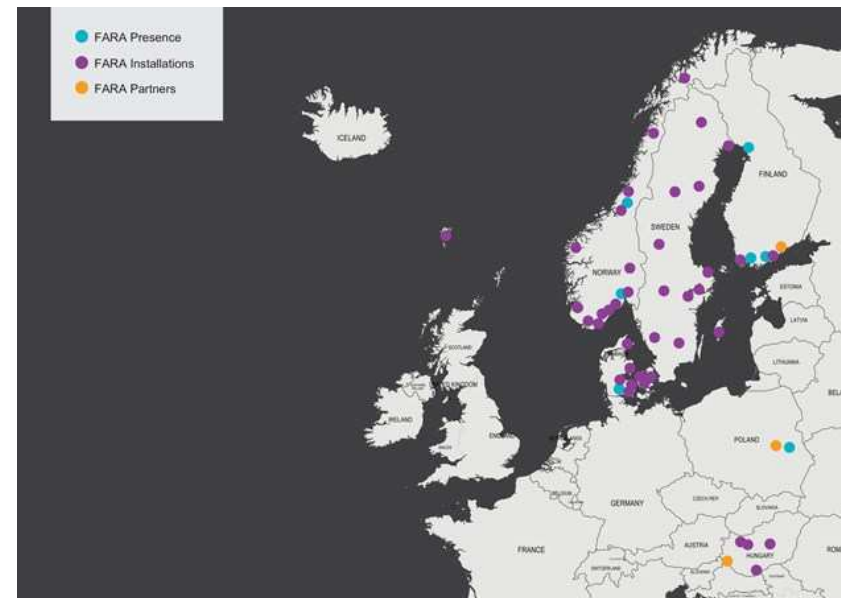
- A Nordic technology company
- A market leader in the field of public transport
  - FARA has assisted more than 100 public transport operators in Europe and Africa
- Our offering includes fare collection, travel information, infotainment, fleet management and traffic management.



Headquartered in  
**Trondheim**



Employees  
**+100**



## Case: Norway's first all-in-one travel app introduced in Møre og Romsdal

Using public transport in Møre og Romsdal is easy. FARA and DataGrafikk, has delivered a brand new travel app that combines route planning, real-time information and ticketing. Real-time traffic information is based on the Hogia PubTrans system.

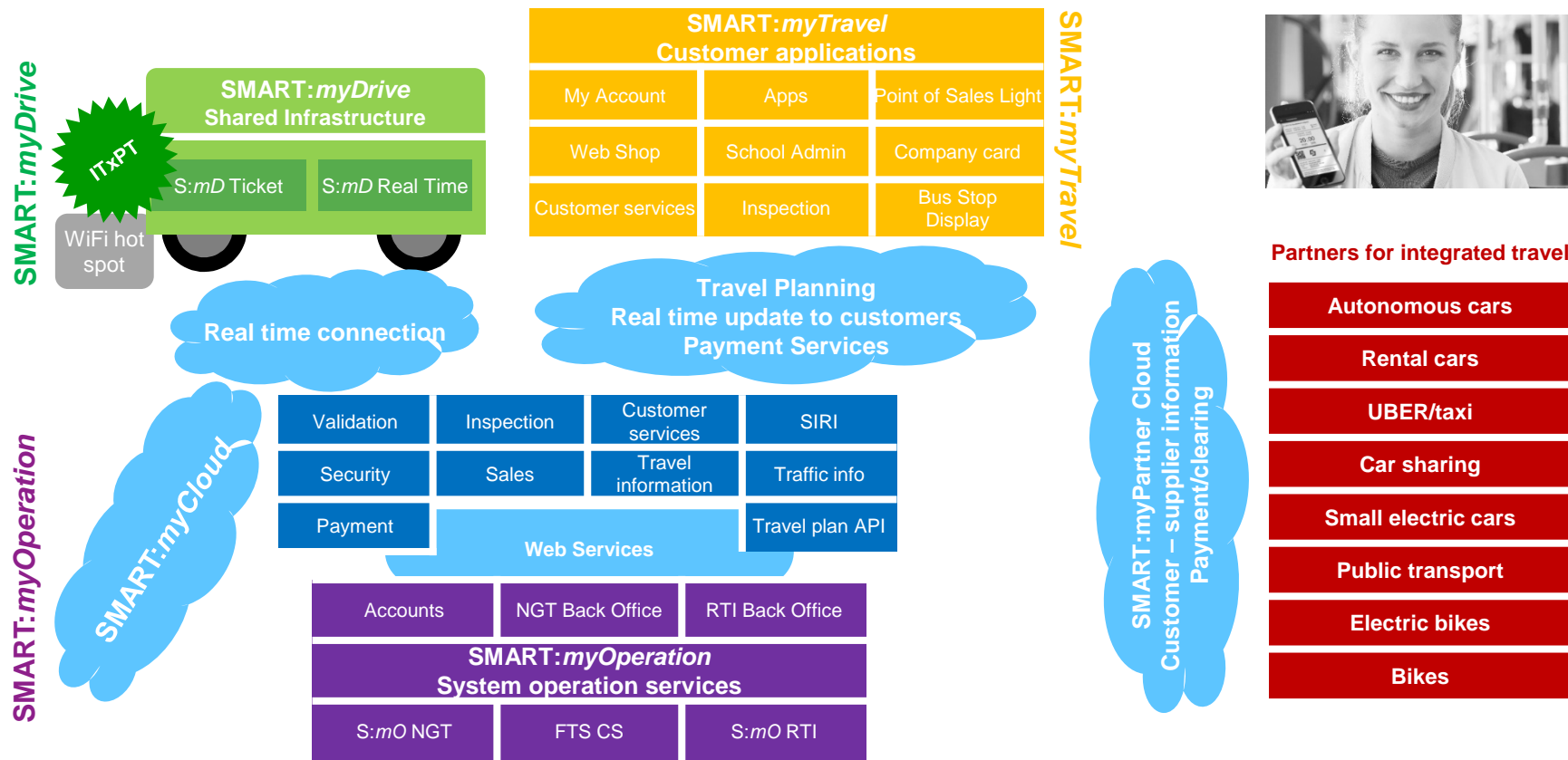
### Features:

- Travel planning, real-time information and ticketing in one single solution.
- Helps you find the best travel route, gives you information about delays, calculates the best price and lets you purchase your ticket.
- All information is updated centrally for all platforms: travel planner, Internet, signs, bus stops etc. based on PubTrans.
- Standardised and scalable solutions with open interface makes it easy to integrate new and existing solutions
- The traveller gets information about the entire trip, including travel time and transfers between different modes of transportation.

### Benefits:

- Easier and more convenient for travellers in Møre og Romsdal to choose public transport by finding the best route, buying tickets and receiving real-time information with just a few clicks.





- FARA facilitates the creation of a Norwegian mobility provider
  - We are actively building a partner network
- FARA can provide an information and payment solution to the network
  - Provide information about alternative products to the travellers
  - Assist travellers throughout the journey
  - Facilitate secure payment and clearing between service providers
  - Gives access to validation and control services
- FARA is building this ecosystem with different providers now
  - We are ready to start in 2019 in time for the new legislation

- Join our ecosystem to provide cost efficient travel solutions to the public in a rapidly and dramatically changing environment
- We are looking for cost efficient providers who are willing to work in a partnership with others to move fast in this new environment
- This market will be invaded by international players and FARA wants to facilitate a Norwegian alternative of independent operators