



Transport Operators and Barcode M-Ticketing



More passengers create longer queues, placing a strain on stations with a fixed service capacity

Expand station sales capacity without spending more on staff and ticket machines

Mobile Phone as Ticket Machine

Self-service through mobile purchase can provide a flexible and low cost way to serve more people. The longer the queues, the more likely customers are to switch to self-service, freeing up more staff for customer assistance or revenue enforcement, and leaving more station space for retail.

Barcode Tickets for Instant Delivery and Instant Travel

Displaying barcode tickets on mobile phones avoids the need to issue, post or collect physical tickets. Barcode tickets can also be printed for web sales. NFC can be supported as soon as it becomes widely available on mobile phones.

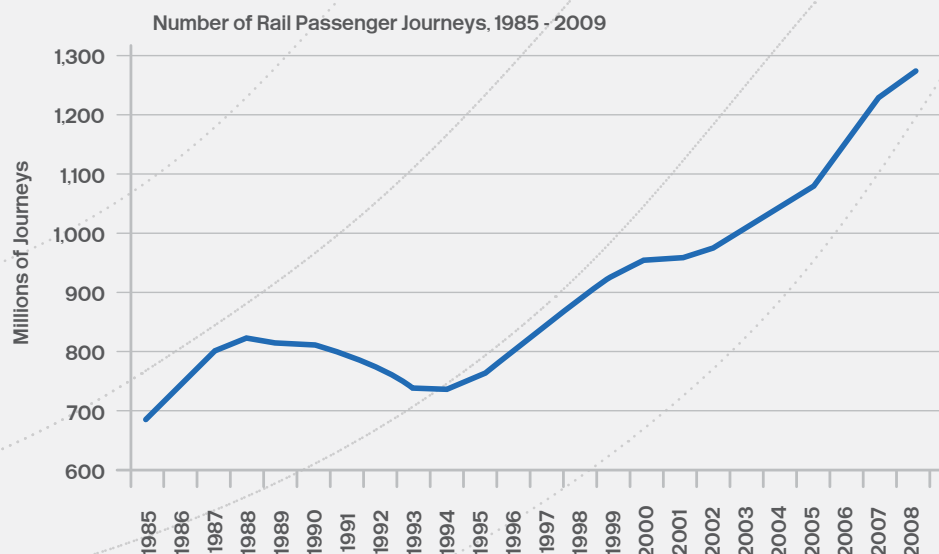
No Need for Online Ticket Verification

No need for guards to have Wi-Fi: gates and guards can scan tickets without connectivity to provide reliable barcode ticket validation, even in the real world of tunnels and offline stations.

Soft Rollout of Scanning Hardware to Avoid Up-Front Capital Costs

Visual inspection of human-readable portion of tickets with animated anti-fraud measures allows staff to check tickets without carrying extra equipment, moving to occasional scanning, and then only installing full gate scanners in areas with high adoption rates of barcode tickets.

Gate Scan in 250ms - Fast and Reliable



Soft Scanner Rollout

- **Visual Validation & Advance Manifests**

Guards are briefed on visual checks of mobile tickets and report the number of mobile tickets seen each week while initial volumes remain low.

- **Occasional SMS Check with Normal Phone**

Guards can text the ticket number to find out the real details of a ticket if suspicious. Scanner software for smartphones is also an option.

- **Shared Hand-Held Scanners**

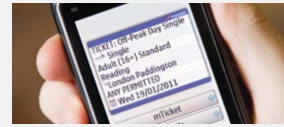
A small number of basic scanners are circulated between guards to perform occasional train or station-wide revenue enforcement checks.

- **Full Hand-Held Scanner Rollout**

Only required on routes that see a sustained volume of barcode tickets. Existing scanners can be upgraded to support barcode reading.

- **Gate Scanner Rollout**

Only required on stations that see a sustained volume of barcode tickets. Gates can be retrofitted or newly installed.



Free

Pennies

£££

£,£££

££,£££



Secure Payments

PCI DSS compliant services using US government certified encryption systems ensure safety of payment details through the mobile channel.

Production Systems Delivered through Established Industry Suppliers

Masabi is an expert in providing the best mobile experience possible. We integrate with existing industry systems for timetables, gates and payments.

Barcode enabled gates, hand-held scanners and eCommerce retailing systems are all available from existing industry suppliers, including Atos Origin and thetrainline.com.

Customer Relationship Channel

Unlike a smartcard or paper ticket, the mobile phone application builds a two-way channel to the customer that can send notifications. This not only enhances the delivery of timely disruption information pre-journey and mid-journey, but also forms a powerful marketing and sales channel, which builds ancillary revenues and develops an ongoing customer relationship in a way that no other ticket format can.

Inter-Operable Barcode Framework

Masabi has developed the security framework for the UK barcode ticket format on mobile phones and paper, enabling multiple transport operators and third-party retailers to share tickets without proprietary or expensive security subsystems.

Contact us to implement a more cost-effective dimension to ticket retailing today



www.masabi.com
 enquiries@masabi.com
 Tel: + 44 (0)20 7981 9781
 Fax: + 44 (0)20 7981 9772
 45 Great Guildford Street
 London, UK
 SE1 0ES