As the city of Rio de Janeiro prepared to host hundreds of thousands of visitors to the Olympic Games, the public transport ticketing operator RioCard decided to up their game with contactless technology.

**Rio 2016**

**Contactless transport wristband and sticker for the Rio Olympics**
When Rio de Janeiro prepared to host the Olympic Games and its hundreds of thousands hopeful athletes, fans and spectators, the city’s public transportation ticketing operator RioCard decided to step up their game. The Olympic season was the perfect opportunity to test innovative contactless payment technology in wristbands and stickers. All to offer visitors the smoothest possible journeys in the city.

### eCommerce and CNP fraud are on the rise

#### Background and market
RioCard is the city of Rio de Janeiro’s public transport ticketing operator. The second largest city of Brazil is a constantly popular destination for tourists around the globe, and the public transport system needs to ensure smooth journeys around the city for hundreds of thousands passengers each day. Simple and convenient public transport was even more in focus in Rio in 2016, as the city prepared to host the Olympic Games.

RioCard was an early adopter of contactless technology for payment in public transport, and they trust Gemalto to deliver their contactless cards since 2003. On the Brazilian market, interest for new methods of payment is growing quickly and the interest in wearables in particular is rising.

### Goals and challenges

In Rio, as in most major metropolitan areas, it is an important goal to increase the use of public transportation to improve urban mobility and simplify the daily lives of residents and visitors. A main challenge is how to put technology to use in order to simplify travel logistics, increase the speed of transactions and ultimately provide more comfortable journeys for passengers.

With the Olympic Games on the horizon, RioCard turned to Gemalto for assistance with building a foundation for easy and secure contactless wearable payments.

### The solution

Targeting visitors to the Olympic Games, RioCard and Gemalto ran a combined major roll-out of the contactless
RioCard Olympic transport card, and a pilot project with a contactless wristband and a contactless sticker for use on e.g. mobile phones. The pilot started before the Olympics and ran until October 2016. The wearable wristband contains a mini contactless card with an integrated antenna, specifically designed to be inserted in wearable devices. The wristband is easy to use and ideal for everyday use such as transport fare payment and validation – just hop on the bus, train or metro to or from any of the Olympic events. No need to worry about carrying a wallet or purse in the crowds. As an additional bonus the wristbands are waterproof – practical indeed in a city like Rio with such a vibrant beach life.

**The technology**
Gemalto supplied RioCard with the waterproof Celego Contactless Wristband and the Celego Contactless Sticker, both embedded with a contactless chip from Gemalto with the highest security standard. Certified by both Visa and Mastercard, the Celego solutions are a great vehicle for contactless transport standards and open-loop EMV payment, offering the full functionality and security of traditional contactless EMV cards. The products can also be used for applications such as access or social media experiences, in addition to payment and transport ticketing. The versatile wristband enables you to enhance and expand your contactless offering by targeting new segments, such as young people and sports fans, and to capitalize on emerging sectors like access and immersive experiences in stadiums and at events.

**Rely on an expert**
Gemalto has been the partner of choice for RioCard since the beginning of their migration to contactless ticketing and transport payment. Contactless technology is gaining traction worldwide. Gemalto has the experts to make sure that your contactless plans are successful. Distinguished as the first dual-interface contactless EMV cards certified by both Visa and Mastercard, more than 900 million of Gemalto’s reliable cards have already been delivered to more than 80 major customers worldwide.

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**KEY FACTS:**

- **Company:** RioCard  
- **Location:** Rio de Janeiro, Brazil  
- **Market sector:** Public transport ticketing  
- **Over 29 stores**  
- **Over 1400 charging points**
ABOUT GEMALTO

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto’s solutions are at the heart of modern life, from payment to enterprise security and the Internet of Things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries.

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