Starting the journey

More people are travelling on public transport and they expect more from the experience. Mobile near field communication (NFC) technology offers a way to provide smoother journeys and more secure transactions for your citizens. But, if you’re a public transport operator or authority, how do you start the journey to mobile NFC?

Cut costs

Reduce fraud

30% reduction in fraud as payment is made easier for the traveller

75% to 80% reduction in initial investment for e-ticketing compared to smart card technology

30% reduction in fraud as payment is made easier for the traveller

Increase revenue

Limit losses

Limit losses

Reduced cash handling leading to reduced losses from theft and human error

77% of respondents expect to purchase tickets on their mobile devices in the next two years

1.7 billion NFC enabled handsets by 2018

47% of US commuters would use a mobile phone to pay for public transport

76% of respondents believe a ticketless system on mobile devices would encourage drivers to use public transport

77% of respondents expect to purchase tickets on their mobile devices in the next two years

Stopping at all the right places

Many cities are already seeing the benefits of mobile NFC. If you implement mobile NFC, what can you expect?

Limit losses

Covers 90% of transport systems requirements worldwide

Over 50 deployments with 7 years of investment

The perfect traveling companion

You can make your journey to mobile NFC a bit easier by choosing the right travelling companion. In Gemalto, you’ll find a partner with the right experience, expertise and technology.

Working in 12 out of 13 countries that have launched NFC transport services

Countries that have adopted Gemalto technology:

NFC SIM

USA: Salt Lake City

France: Nice, Strasbourg

Turkey: Sanliurfa Region

Russia: Moscow

UAE: Dubai

China: Beijing & Shanghai

South Korea: Nationwide

New Zealand: Wellington

NFC SIM & TSM

USA: Salt Lake City

France: Caen

Spain: Valencia

Italy: Milan & Turin

Turkey: Sanliurfa Region

UK: London

Russia: Moscow

Spain: Valencia

Italy: Milan & Turin

Turkey: Sanliurfa Region

Russia: Moscow

UAE: Dubai

China: Beijing & Shanghai

South Korea: Nationwide

New Zealand: Wellington

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Are you ready for Mobile NFC?

You can probably see the benefits of implementing mobile NFC in public transport. But, are you ready for the journey and how do you get started?

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