NFC for Mobile Network Operators

Bring the contactless transport experience to your subscribers with NFC

With Gemalto’s Mobile NFC solution, Mobile Network Operators can now take their end users onboard the most attractive mobile experience in public transport.
NFC Transforms the Transport Experience

Commuters can use their NFC mobile as a contactless transport ticket. Their transit pass can be stored digitally on their mobile phone and easily topped up anytime, anywhere. During any journey, passengers simply tap their mobile device on an NFC reader at the ticket barrier, or when boarding their train or bus.

The NFC Transport Opportunity for Mobile Network Operators

Mobile network operators face a highly competitive market. They are looking for new revenue streams, and ways to boost usage of more mobile services that will deliver satisfaction to customers. NFC contactless mobile services offer this potential – and a key area for NFC will be transport.

NFC SIM enables the MNO to play a key role in the widespread adoption of NFC in transport, ensuring a major source of future revenues. With NFC SIM providing the vital secure element, and by having key involvement in the mobile wallet and TSM ecosystem, MNOs are empowered to bring more value and greater everyday convenience to their subscriber base, while also being able to expand their offer portfolio with new NFC transport services. Widespread adoption in transport will also encourage more use of NFC technology in other areas such as payments and retail loyalty.

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NFC Benefits for Mobile Network Operators

For MNOs, enabling NFC transport solutions for subscribers brings many potential benefits:

> **Create new revenue streams**
  - Co-branding and promotion opportunities for mobile marketing, loyalty and offers
  - New sales channels and revenues through web and mobile portals

> **Boost NFC adoption with transport mass usage**
  - Attract existing subscribers to NFC benefits in their everyday life
  - Gain new subscribers who want NFC travel capabilities

> **Enhance subscriber satisfaction**
  - Reduces queuing time and frustration at ticket counters
  - Enables wallet management, and checking of real-time schedules, ticket history, and transport services

> **Expand services portfolio**
  - OTA instant delivery of tickets
  - Anytime, anywhere top-up of tickets

> **Innovate and differentiate**
  - Service innovation and commercial advantage
  - Retain customers and develop brand image

Gemalto, your partner for NFC in transport

With proven experience on NFC for transport through numerous completed projects worldwide, Gemalto brings not only a fully tested and developed NFC platform to our customers, but also valuable NFC ecosystem expertise.

> Gemalto has an expert presence in each continent worldwide

> Gemalto is the leading provider of NFC solutions for transport and ticketing, with more than 6 commercial launches and 18 pilots delivered

> Gemalto has 56% global market share in NFC SIM [2012]

> Gemalto was the world’s first to integrate a DESFire contactless transport card into an NFC mobile phone

> Gemalto is the first company who supports MIFARE4Mobile V2 on top of MIFARE Classic & DESFire on its NFC Secure elements (NFC SIM, eSE)

> Gemalto’s NFC solution is validated to work with over 90% of transport systems worldwide (MIFARE Classic, DESFire, MIFARE4Mobile V1 & V2, Calypso, FeliCa, T-Money and more) and is tested to fully work with over 60+ NFC handsets

Gemalto is the only supplier able to easily and quickly implement a complete end-to-end modular solution, from the secure element to the TSM:

> **UpTeq NFC SIM** is a multi-tenant platform rigorously tested to seamlessly work with the widest range of NFC handsets and transit ticketing systems used by transport operators and integrators worldwide, thereby ensuring maximum convenience to users and service providers alike.

> **Gemalto Trusted Service Manager** solution provides secure and efficient services to facilitate contactless payments and services between all the technologies and participants of the NFC transport ecosystem.

> **Gemalto Mobile Wallet** is a secure, open and agnostic software solution for controlling and managing NFC transport and ticketing services.

Learn more about Gemalto and NFC for transport: www.gemalto.com/nfc