NFC for Transport Operators

Take the contactless transport experience to the next level with NFC

To meet commuters’ demand for increased satisfaction during daily commute, transport operators can now rely on Gemalto to better their services, enhance the travel experience and at the same time maximize their return on investment.
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With the worldwide urbanization trend comes the increasing need for efficient and convenient public transport. Transport operators are therefore faced with high demand for services that meet commuters’ satisfaction.

According to National Household Travel Survey by Federal Highway Administration, results have shown that from 2001 to 2009, Americans aged 16-34 years old who lived in households with incomes of over $70,000 per year increased their use of public transit by 100 percent. In another report by Ericsson Consumer Insight, commuters spend a daily average of two hours and twenty minutes in city travel. Add to these findings is the observation that transport is a source of constant stress and frustration for commuters.

To meet commuters’ demand for increased satisfaction during daily commute, transport operators are looking for ways to better their services, enhance the travel experience and at the same time maximize their return on investment.

NFC Transforms the Transport Experience

With NFC, commuters can use their 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.

NFC Benefits for Transport Operators

For transport operators, NFC brings many potential benefits:

- **Reduce cost**
  - Lower operation and maintenance costs, replacing paper tickets and reducing cash handling
  - Accurate and real-time pricing and information

- **Protect from fraud and fare evasion**
  - Increased security
  - Less cash handling risks

- **Increase throughput at the gates**
  - NFC now successfully meets high-speed performance required by transport industry
  - It increases the velocity in the whole user journey: just “tap and go” at the gates

- **Bring convenience and satisfaction to commuters**
  - NFC uses something always carried by the user – the mobile phone.
  - Reduces queuing time and frustration at ticket counters
  - Enables wallet management, and checking of real-time schedules, ticket history, and transport services
  - OTA instant delivery of tickets
  - Anytime, anywhere top-up of tickets

- **Modernize and develop brand value**
  - Innovation and commercial advantage
  - Retain customers and develop brand image
  - Co-branding and promotion opportunities for mobile marketing, loyalty and offers
  - New sales channels and revenues through web and mobile portals

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 MIFARE Mobile 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, MIFARE Mobile 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](http://www.gemalto.com/nfc)