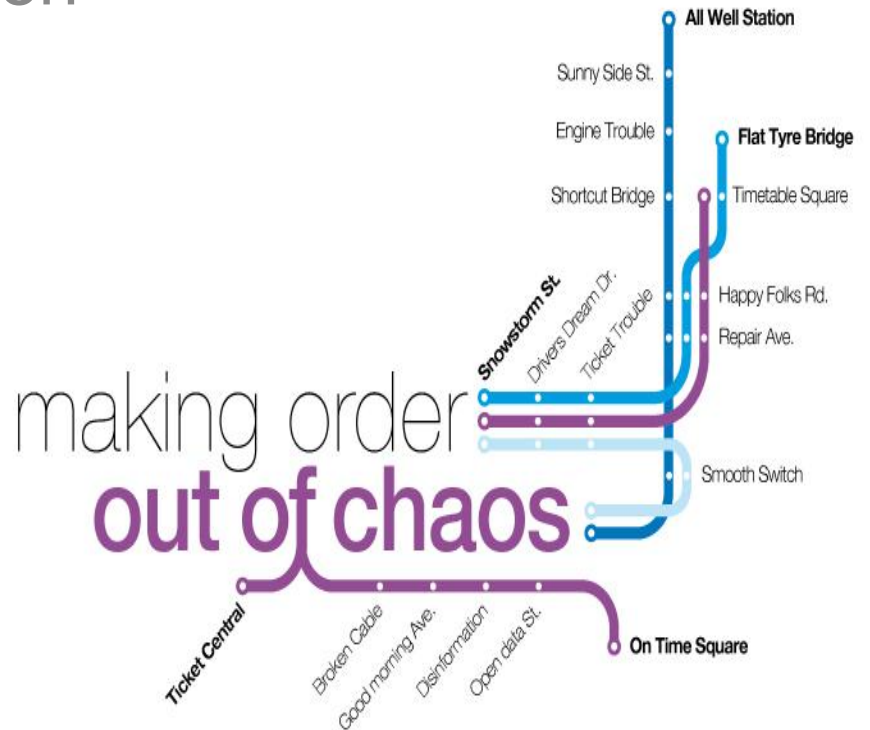


# Patrik Wiberg

Unicon Konsult AB, Sweden





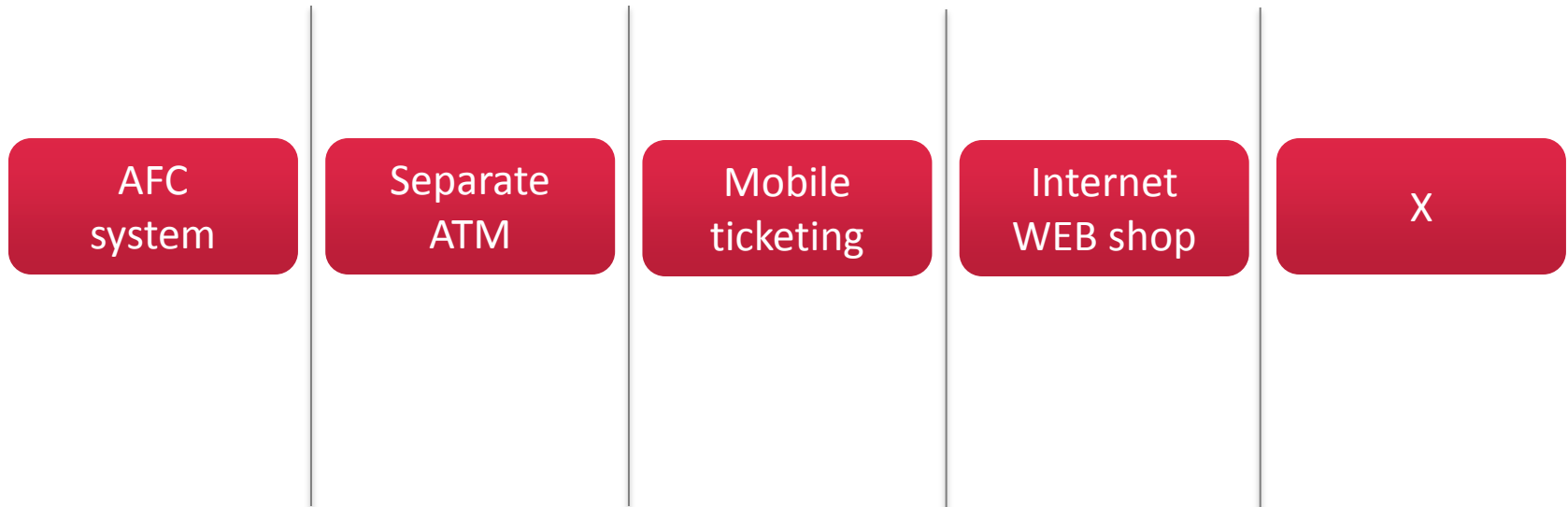
# What is happening with mobile tickets?

InformNorden September 7, 2011

# Mobile ticketing in it's context



## Different possibilities for purchase and pay



# Mobile ticketing from start



## Case

- Occasional travellers
- Single trips in city traffic

## Purpose

- Speed up traffic
- Prevent threats and violence

# Mobile ticketing trends



Mobile ticketing is now also possible for

- Distance related trips
- Planned travels

# Payment



- Premium SMS



- Bank and credit cards



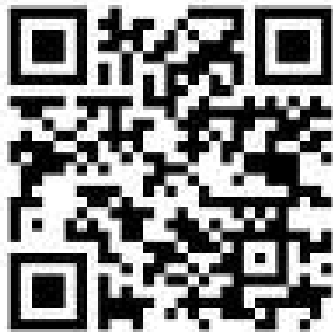
- Mobile wallet



# Ticket layouts



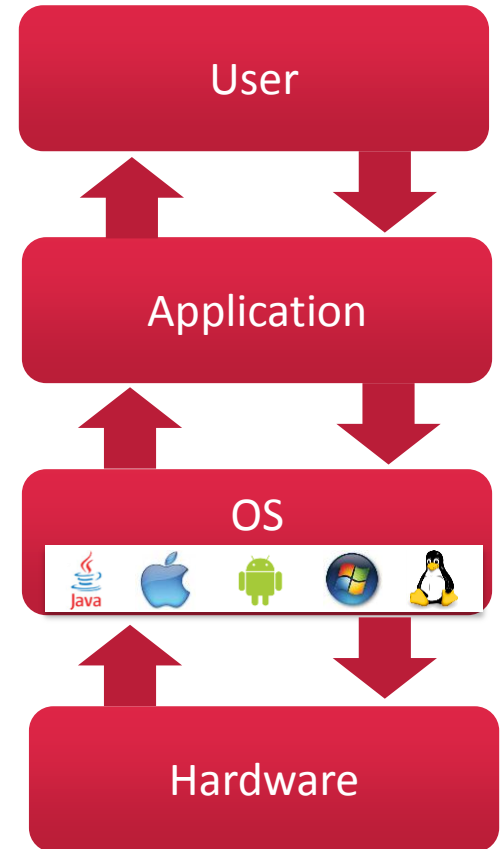
- SMS
- SMS with booking reference
- SMS with some OCR readable code
- Dynamic layout in a app
- Link to ticket e.g. QR-code



# Customer devices



## Challenge



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# Interfaces



- SMS
- Apps
- Internet
- ?



# Different services



Google™



- Mobile operators
- Banks
- Payment Solution Providers
- Etc.

# NFC / RFID communication

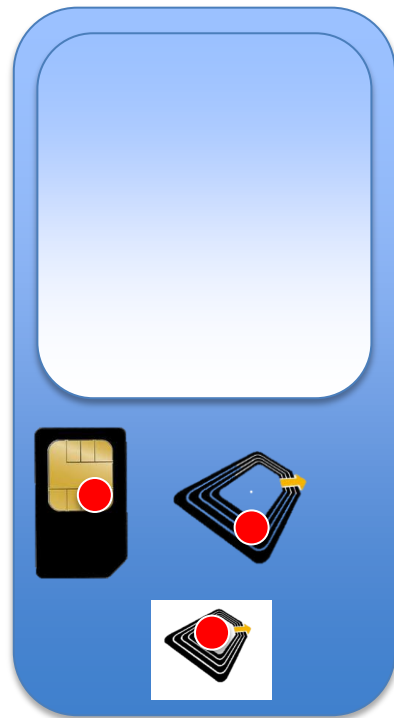


## Hardware

SIM-card

Integrated  
in phone

On a sticker



## Application

Commercial  
app

Transit app

Combined  
app



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# New possibilities



Present solution

SMS-ticket service

Future solution

Order

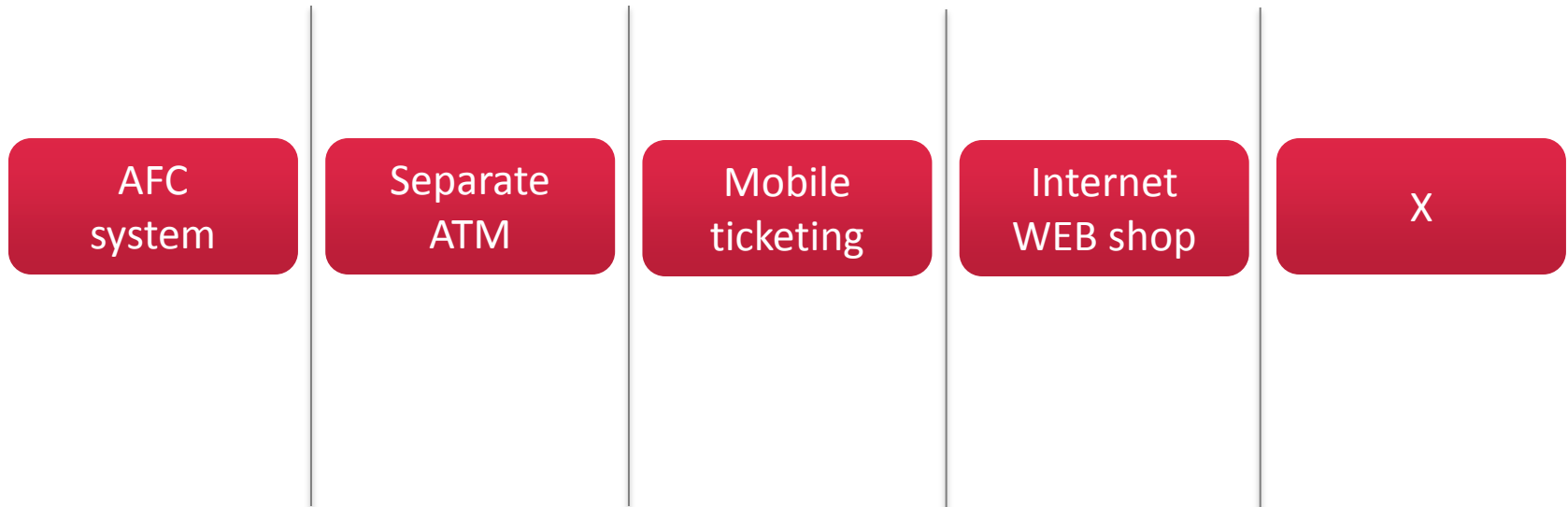
Pay

Ticket

# Mobile ticketing in it's context



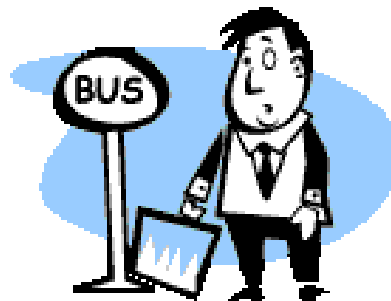
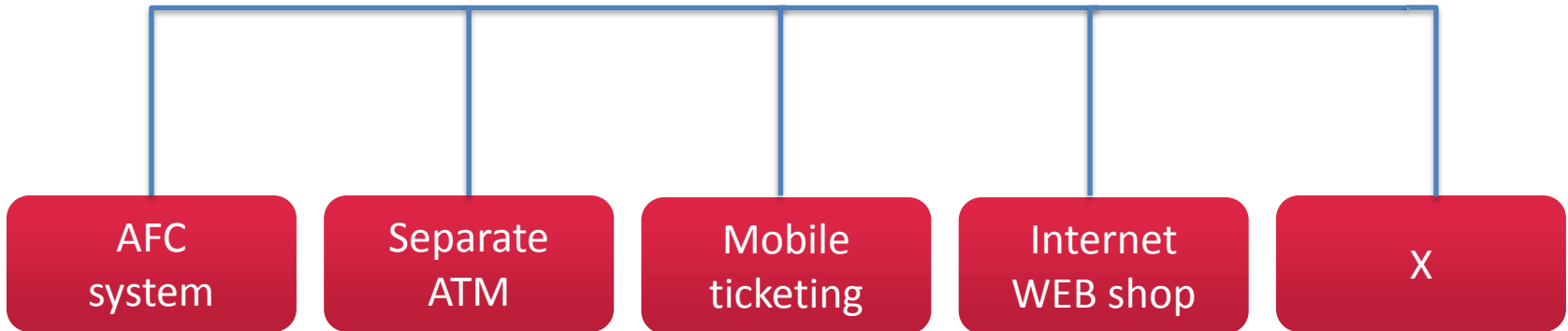
## Different possibilities for purchase and pay



# Challenge



## System integration



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# To-Do



- **Clarify the needs**
- **Technical and functional coordination with existing systems**
- **Business models and conditions**
- **Costs of various pay channels**
- **Prices and products for the customers**
- **National guidelines**
- **Relationship with suppliers**
- **Continuous change**

# Unicon Konsult AB



- **Founded 1980**
- **Supplier independent**
- **Experience in public transport  
e.g. payment and information systems**
- **Conceptual studies**
- **Investigations**
- **Tenders**
- **Delivery projects**



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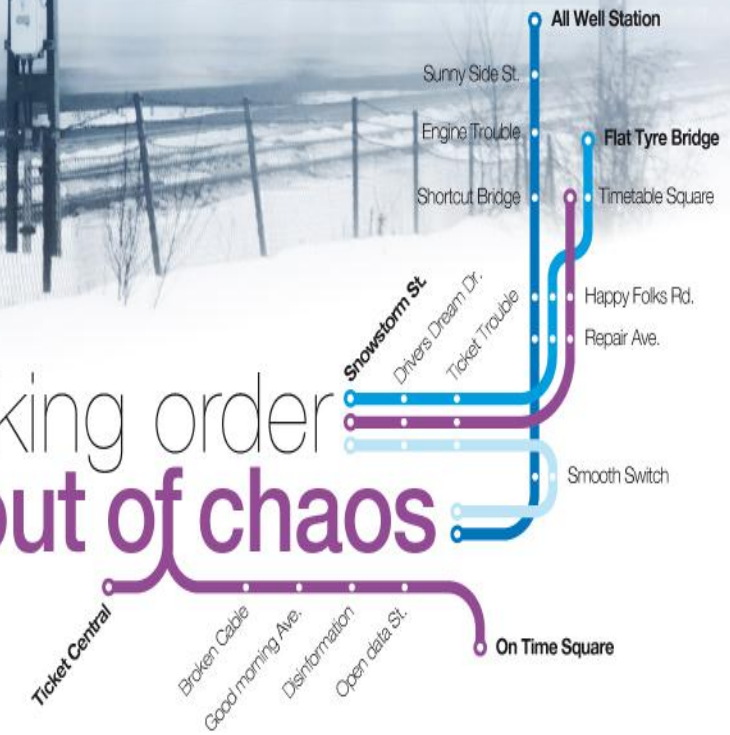
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# making order out of chaos



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7-9thSep2011