



**Greener Pastures? Leveraging Existing Systems & the Potential Benefits of New Technologies**

Doug Thomas, Vice President North America

# Who is Masabi?

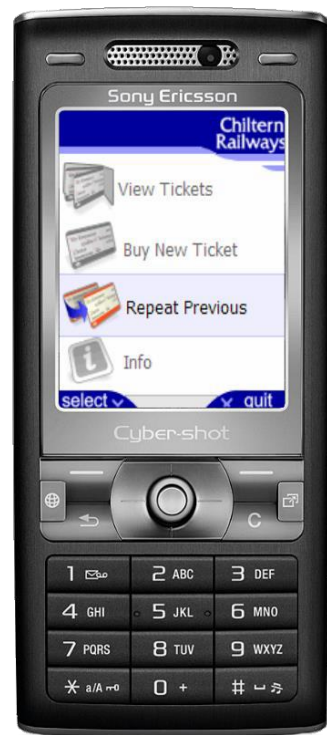


2002



Mobile Micropayments

2007



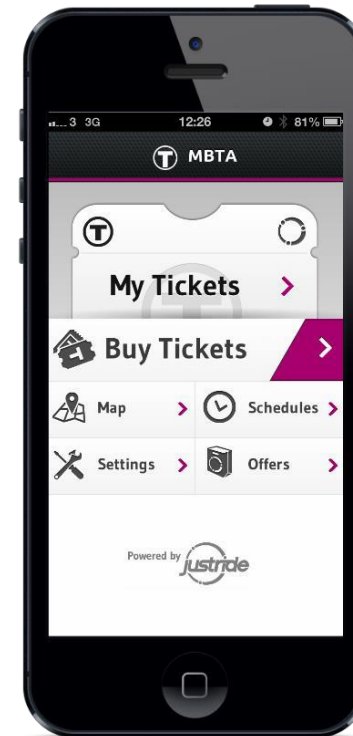
First Ticketing Application

2008



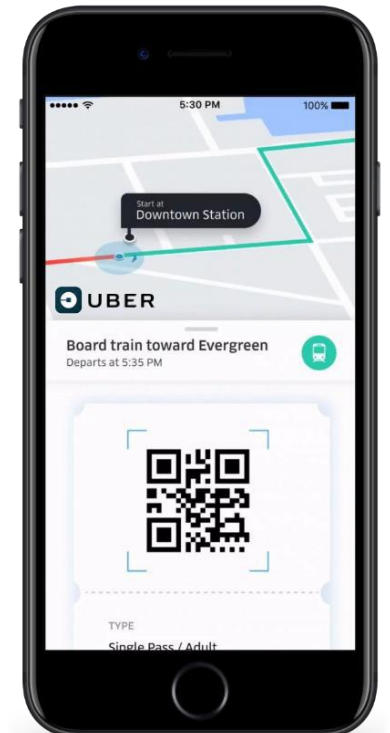
Set UK Rail mTicket Standard

2012

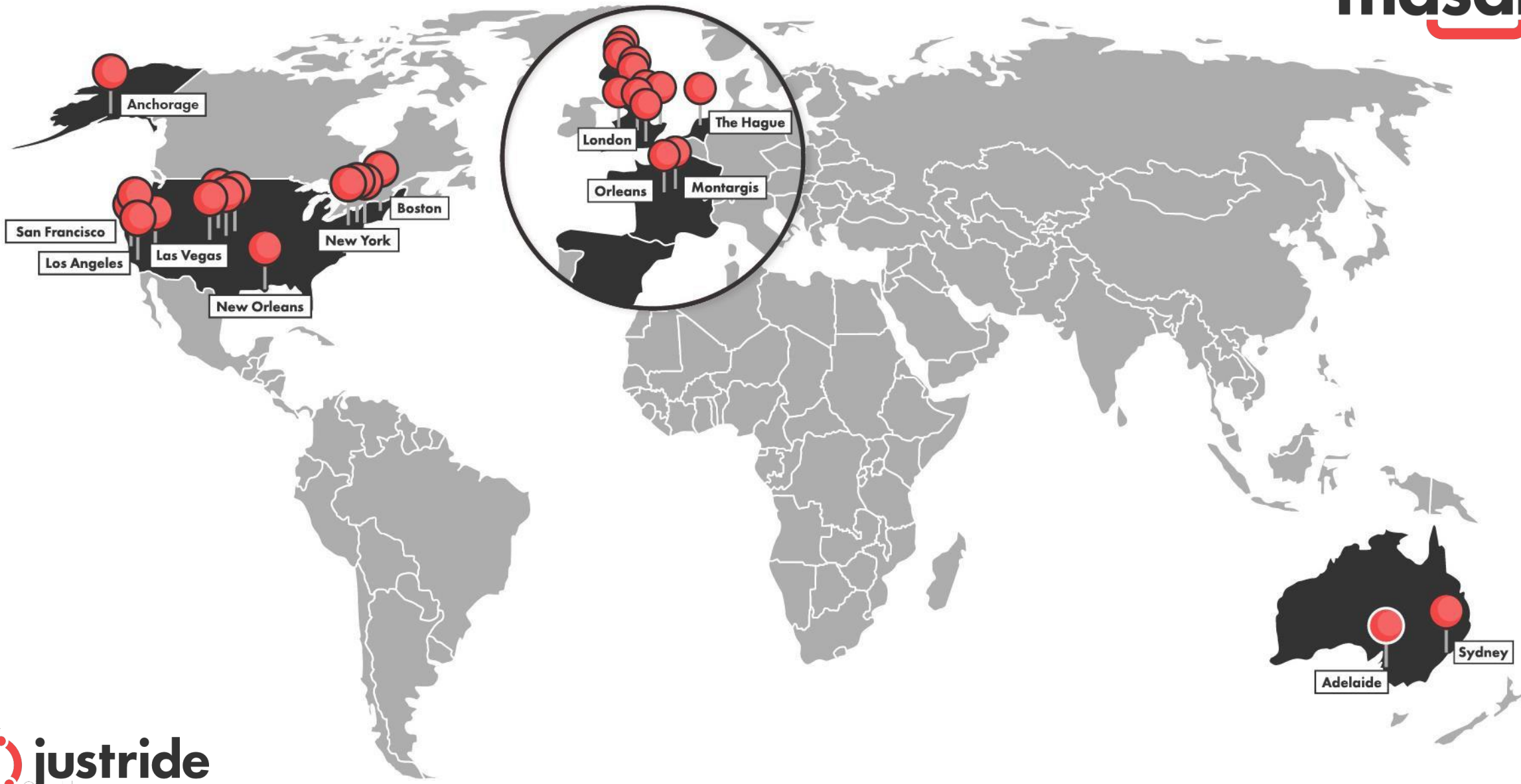


Launched Justride in Boston

2018

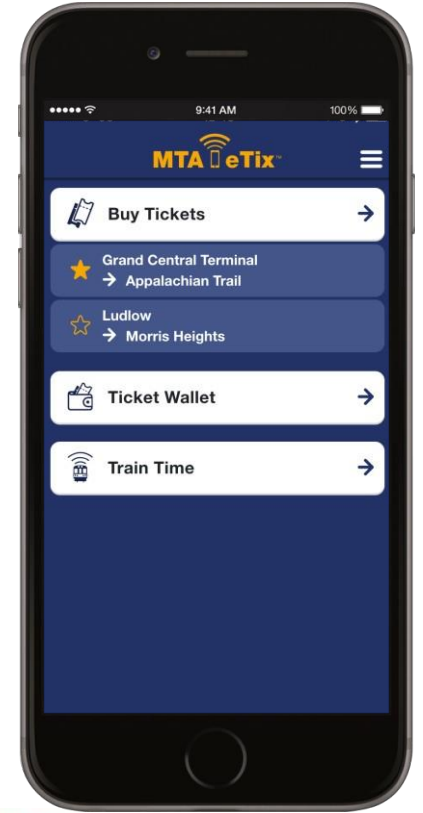
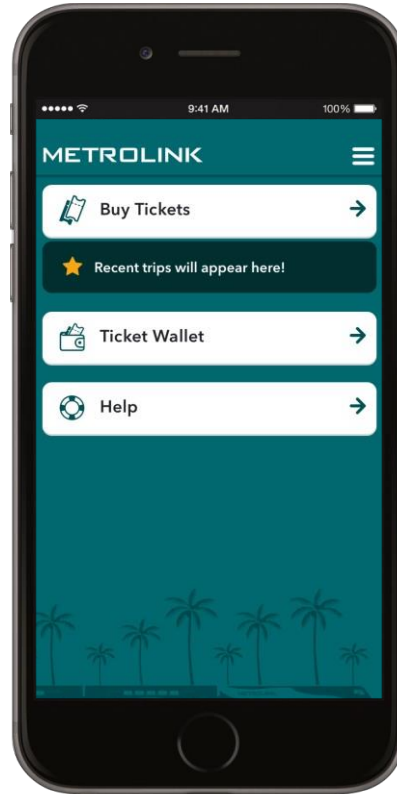
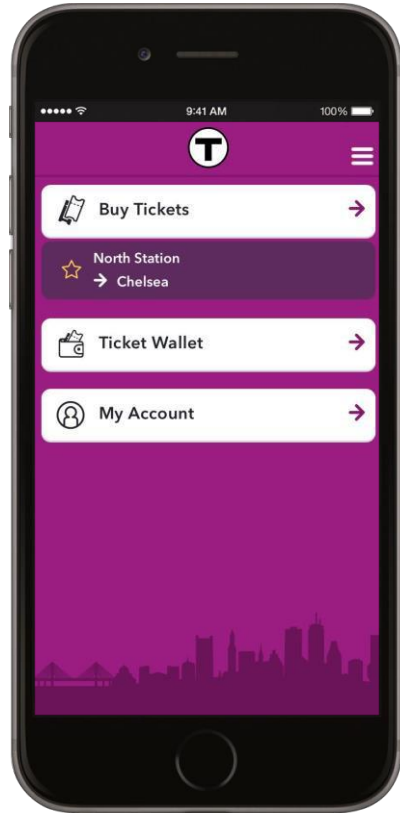


SDK Integration with Uber and Transit





# No longer just 'a nice to have'



 50%+

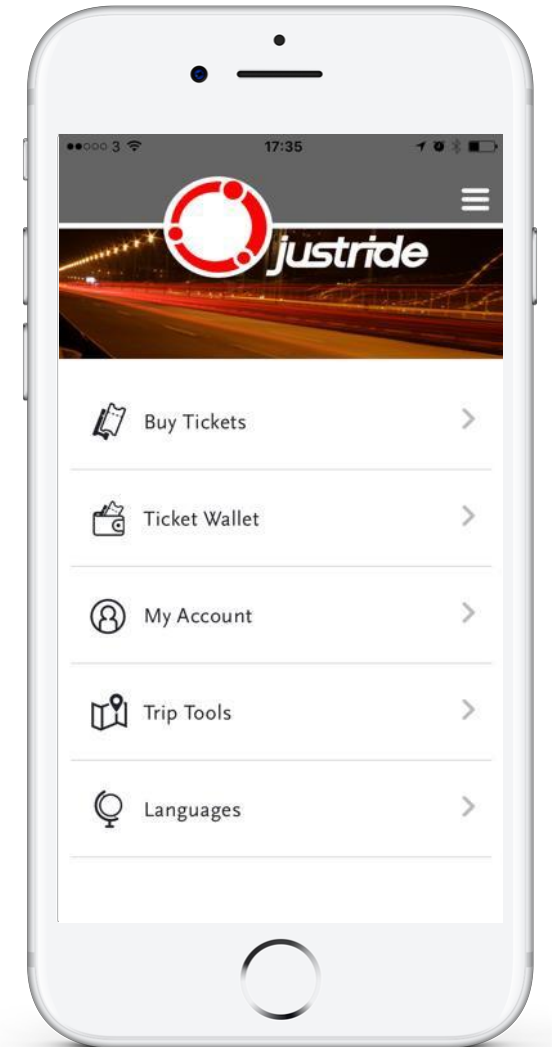
 46%+

 29%+

# Evolving Fare Collection – Renew or Replace?

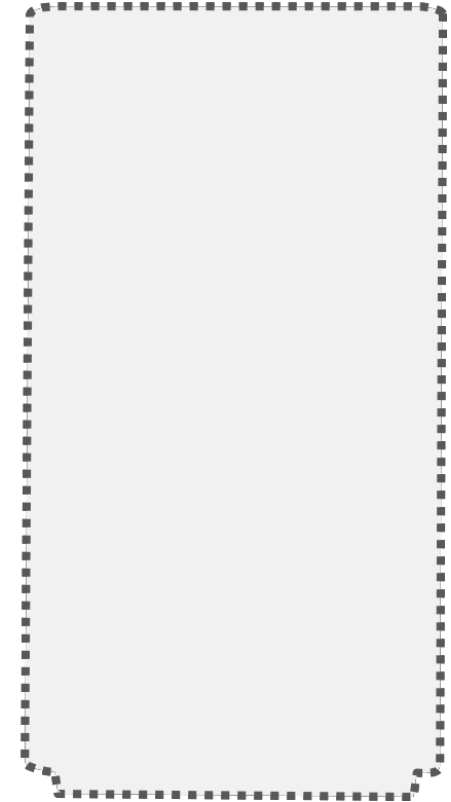
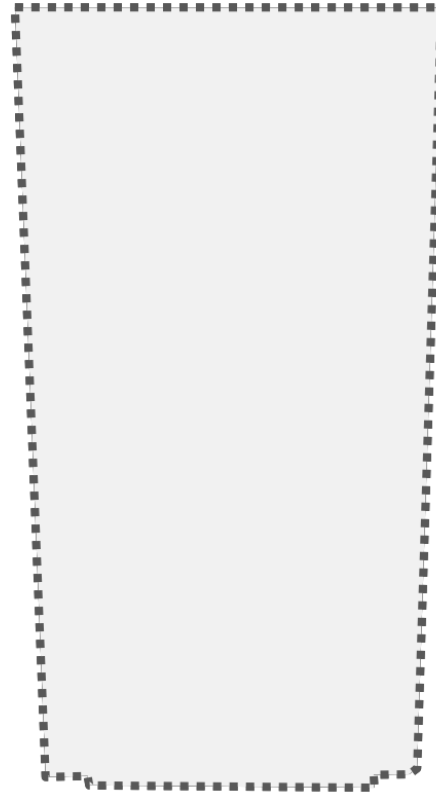


- One constant ~ the world of technology is continuously changing
- Being open to off-the-shelf and SaaS can lead to faster deployment, lower risk & cost
- Open architecture and best of breed integration can limit the effect of obsolescence



# Dematerialising the Ticket

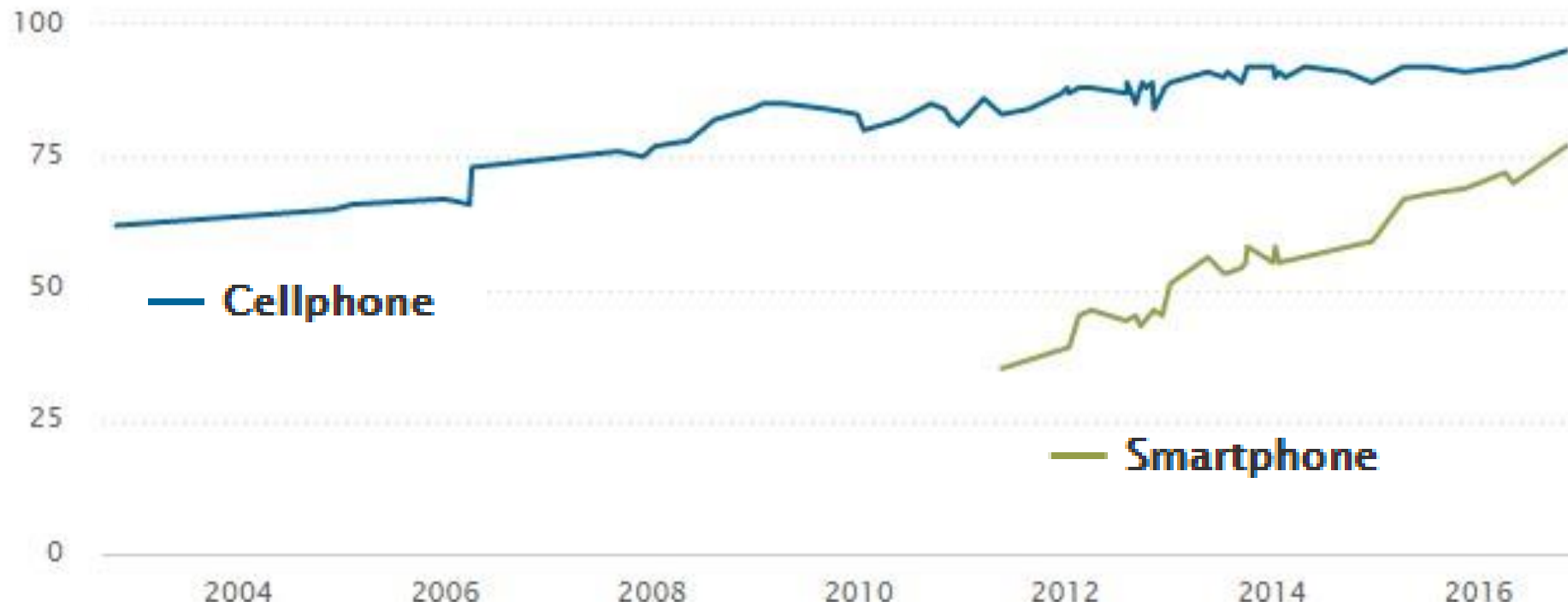




# So what is our perspective? It is Mobile First, not Mobile Only



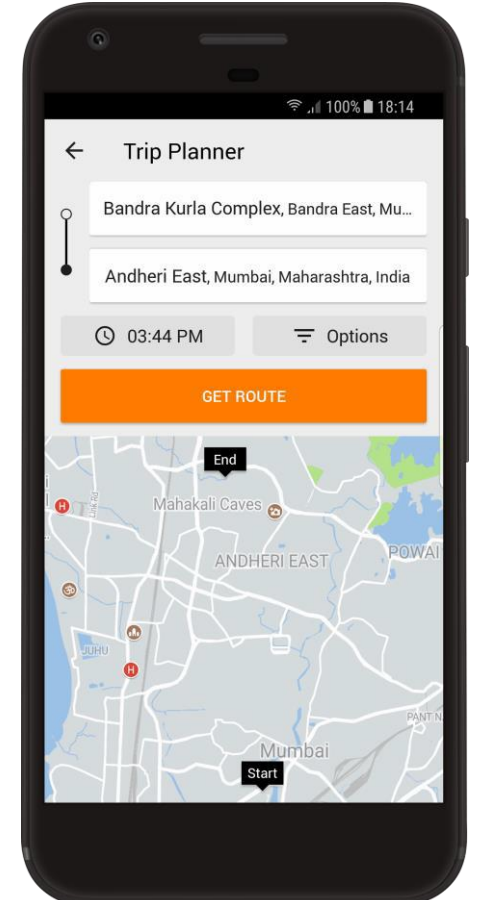
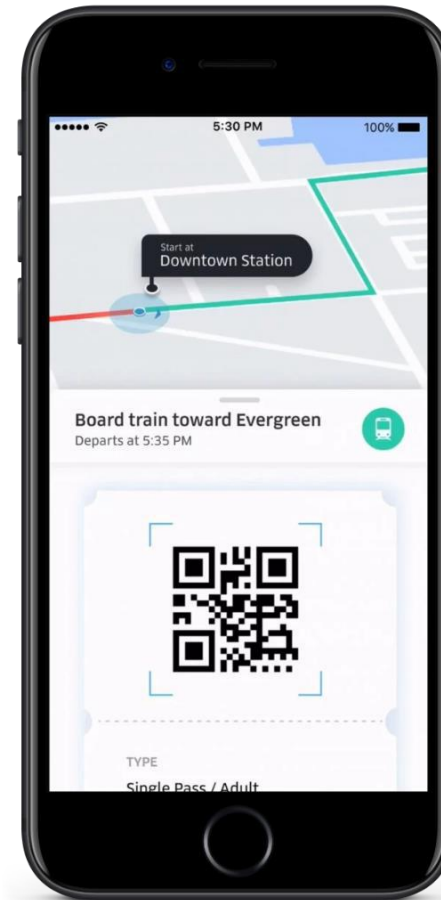
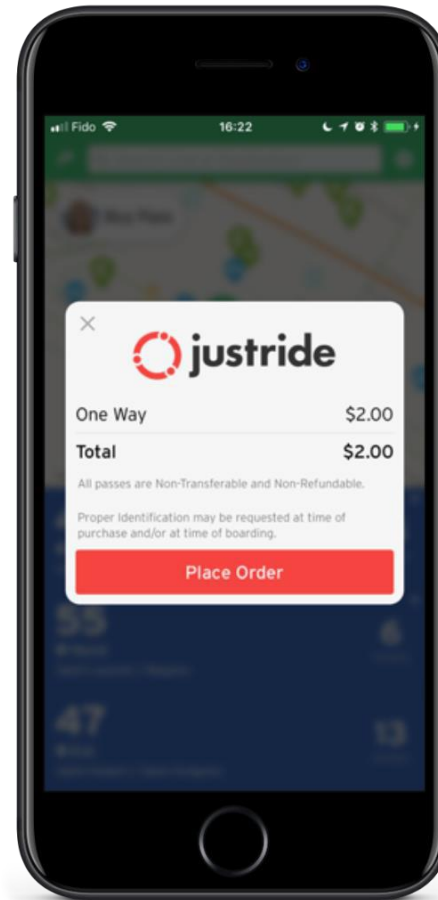
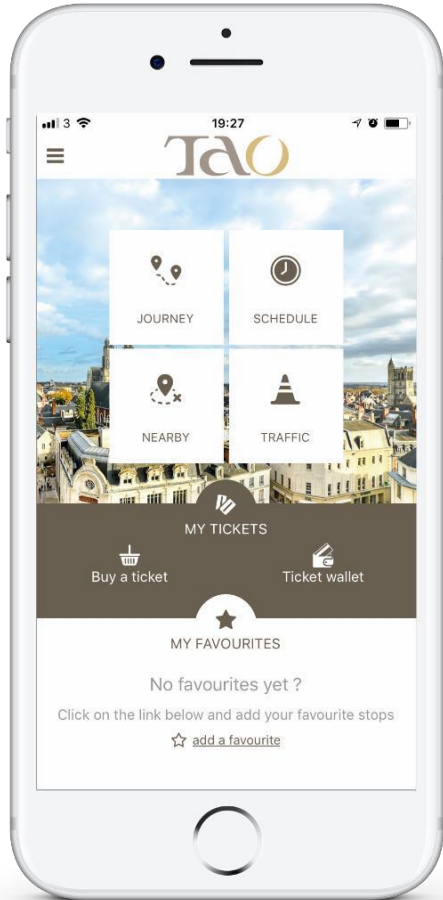
*% of U.S. adults who own the following devices*



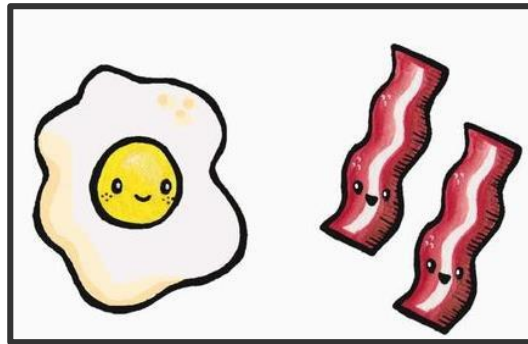
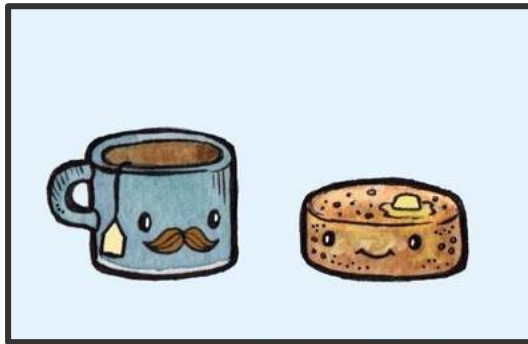
[Source: Pew Research]



# Global partnerships



# Some things are better together



# The evolving mobility journey



Private

**a**



**b**

VS



Mass Transit

**a**

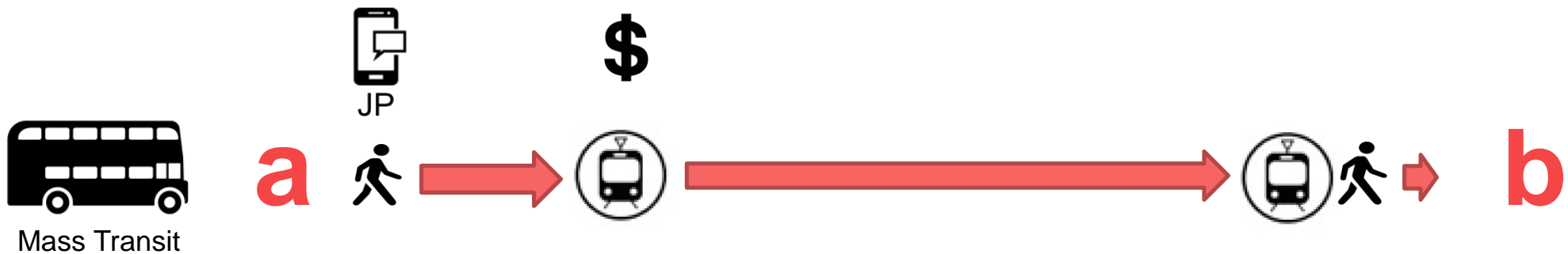
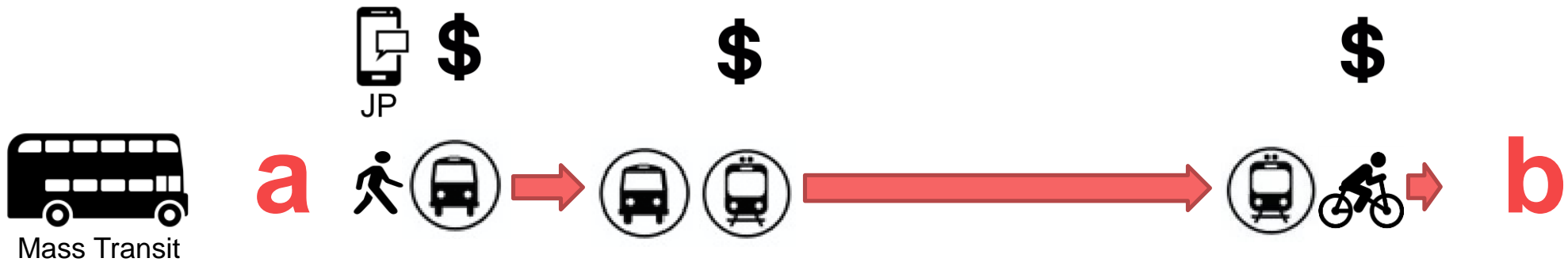


**b**

First Mile

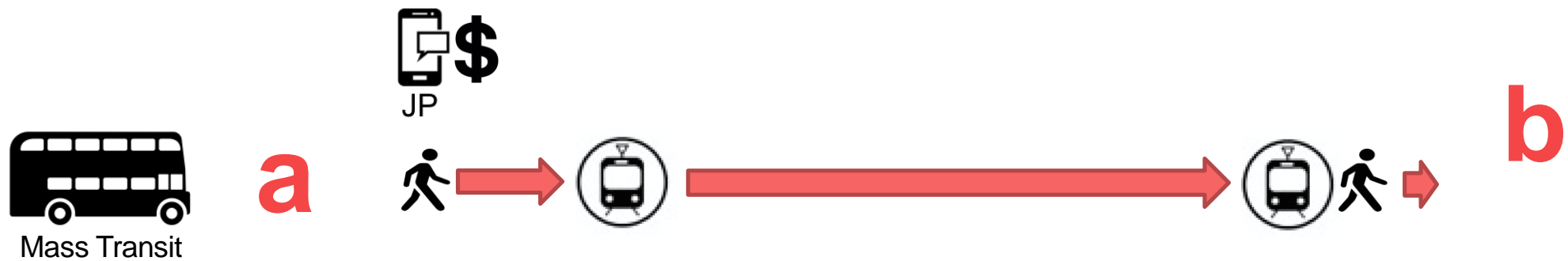
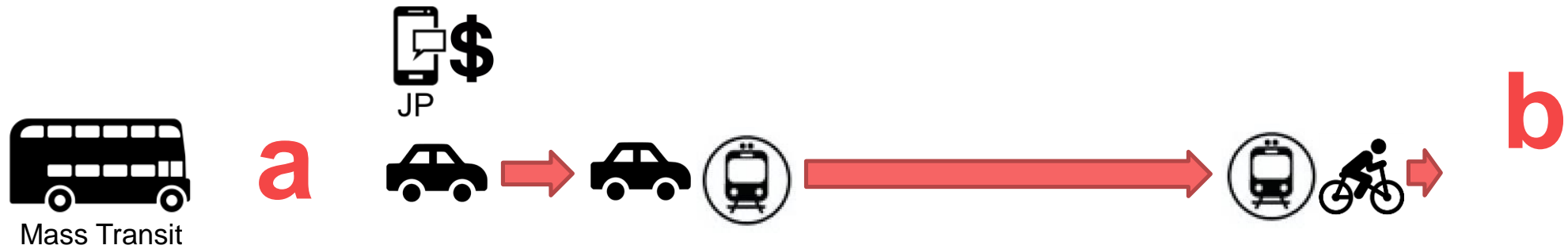
Last Mile

# The First/Last mile problem

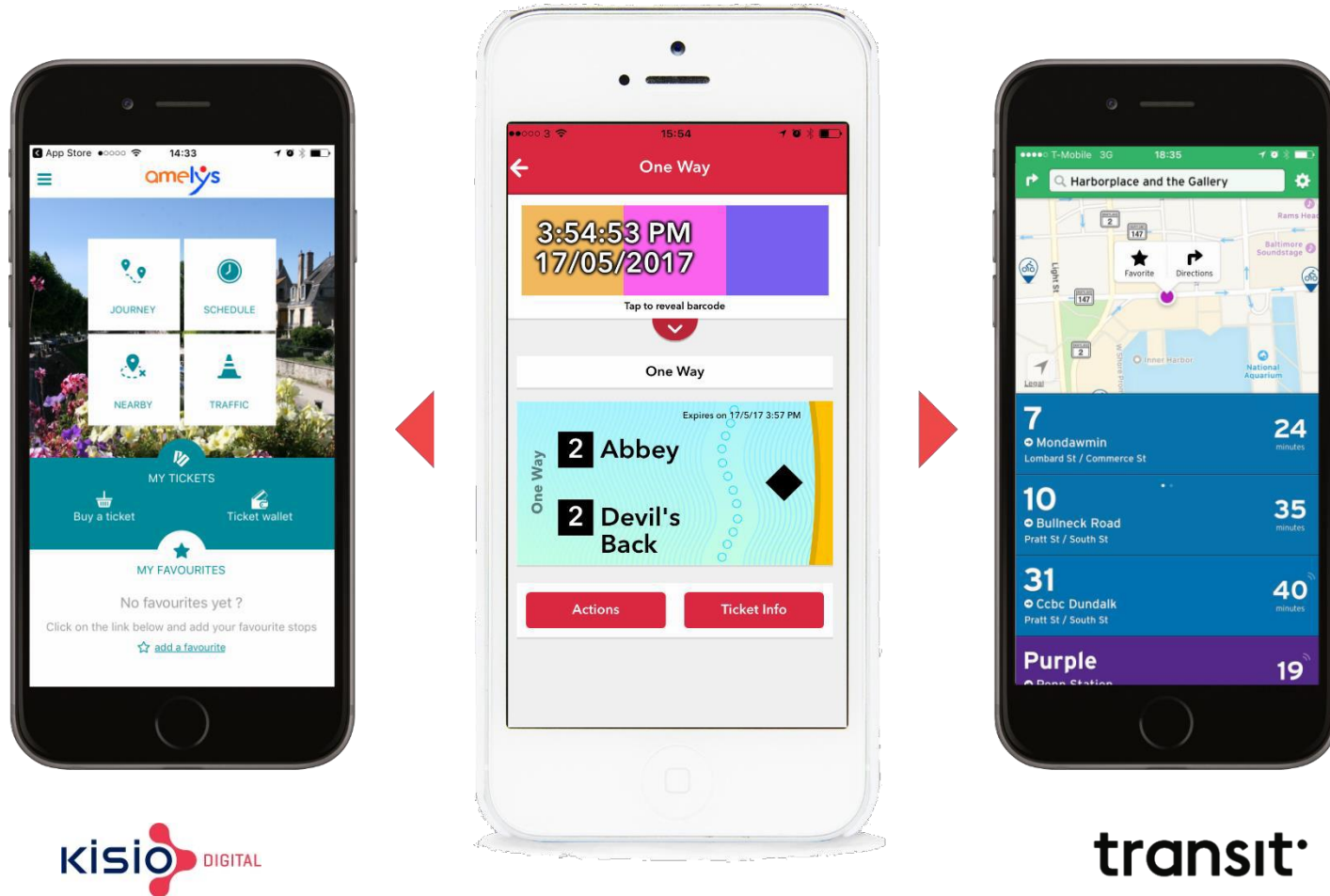




# The Mass Transit Future



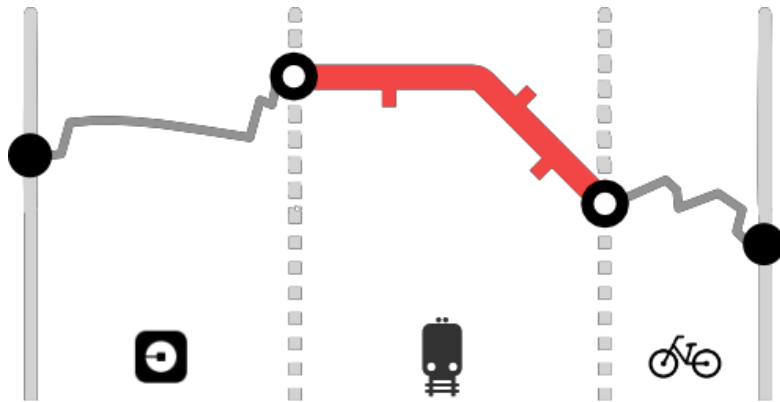
# Practical MaaS: Justride SDK



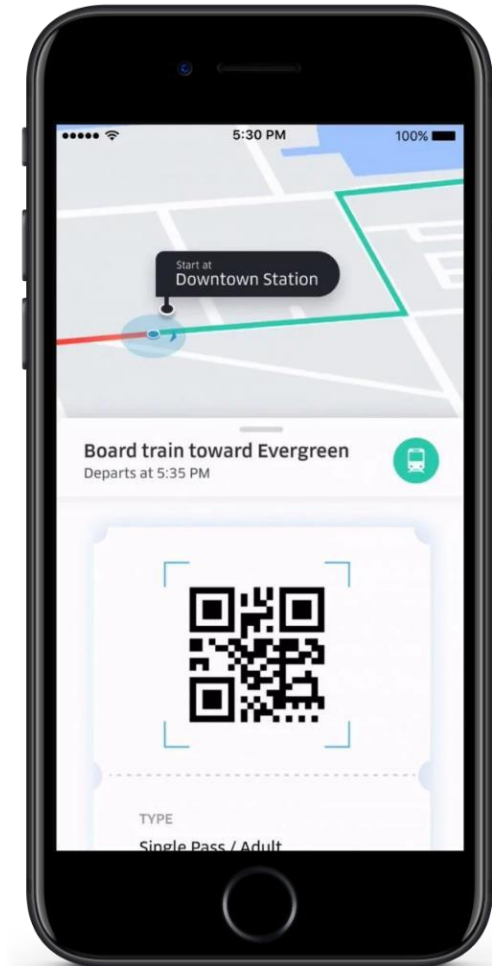
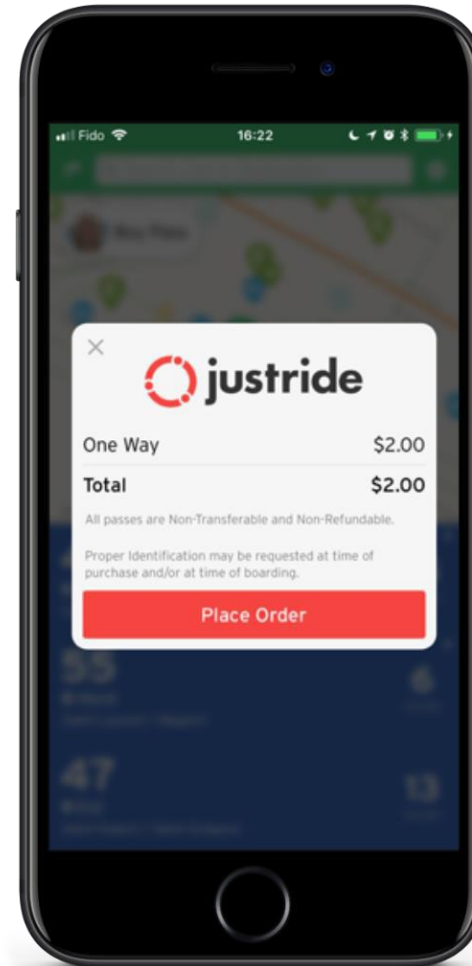
# Seamless integration



- **Joined up journey planning**
  - Sell public transit tickets through popular 3<sup>rd</sup> party apps



- **Fast and easy route to MaaS**
  - Link modes and other agency services seamlessly



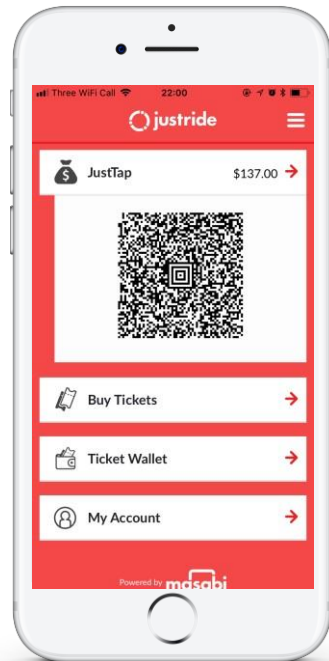




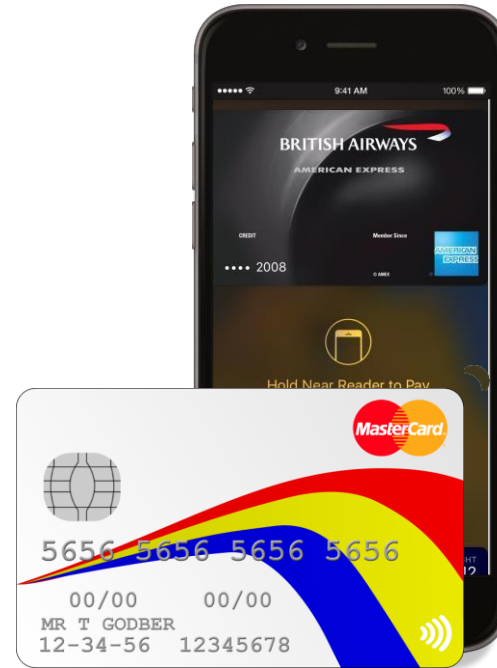
# The future is not one thing



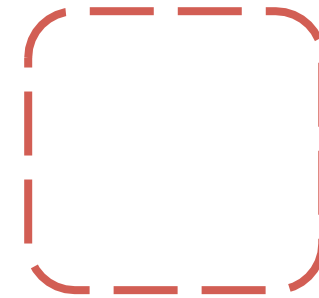
**Cards**



**Mobile**

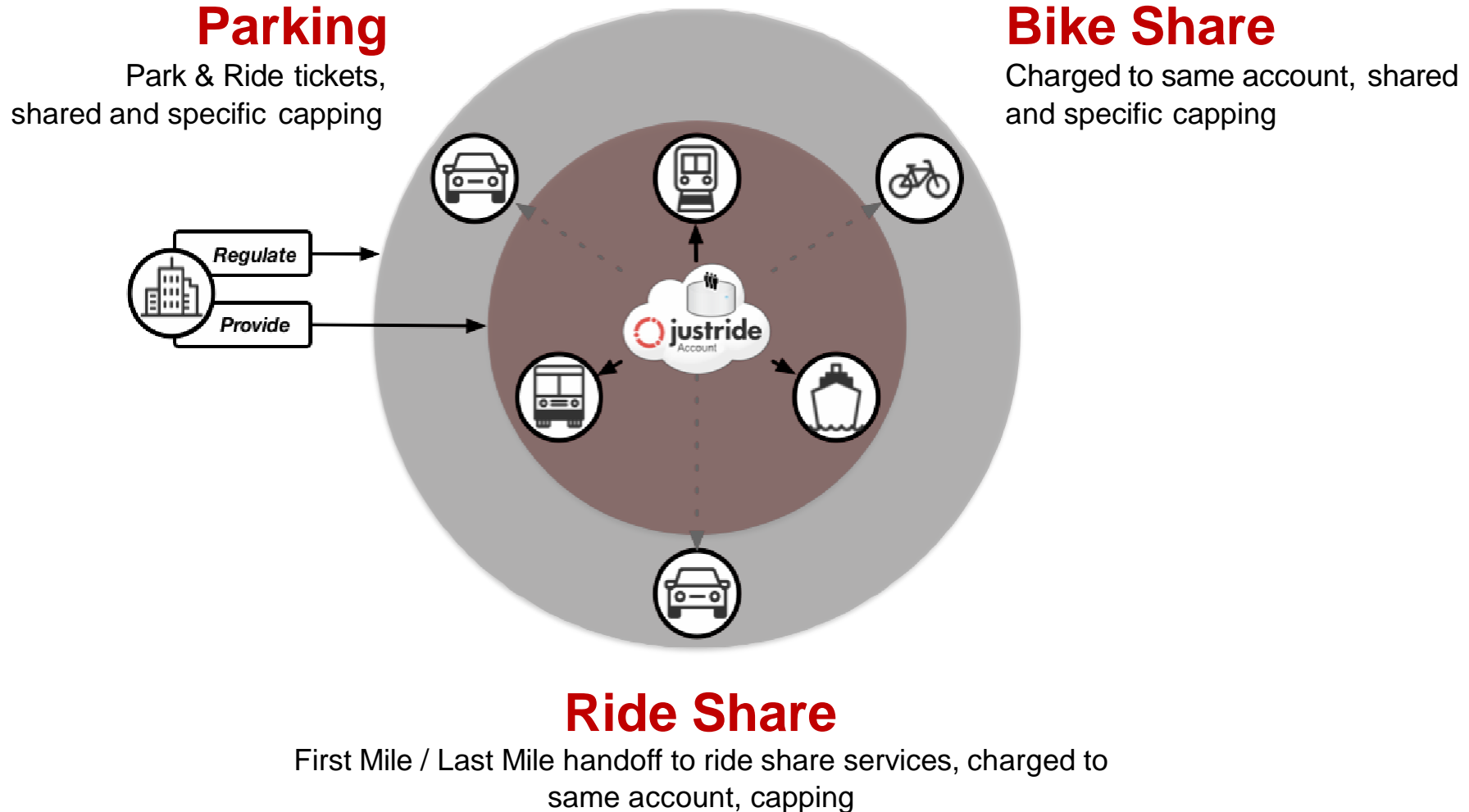


**EMV cards**



**???**

# But it can be integrated





**Ticketing for Smarter Cities**



# Any Questions?

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