

Super Session 2: Mobility as a Service

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MaaS

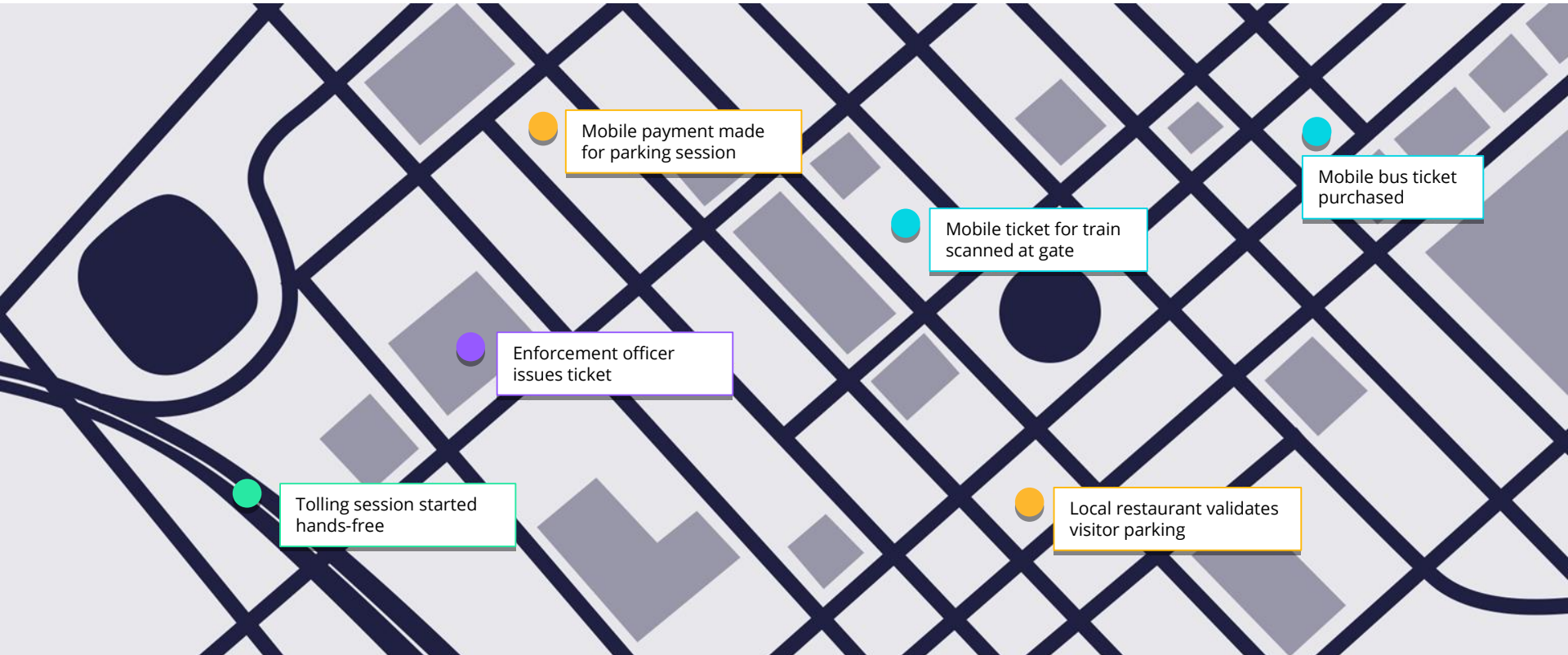
Factors leading to MaaS

- Cities are getting denser (80% of the world's population will be living in cities by 2050)
- Introduction of 5G
- Proliferation of connected devices, V to X, street poles, city sensors
- Mobile expectations/frictionless travel
- Consolidation of applications- move to API

Items that limit MaaS

- Scalable economic models
- Adoption
- Open systems

Integrated Grid





INTEGRATE
OR **DIE**

