



Global transit payments innovator bring agencies on the phased path to FFC

Traditional Fare Collection

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CITYBUS
NASHUA TRANSIT SYSTEM
www.RideBigBlue.com
Telephone: 880-0100

000001

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FEB	2	12	22
MAR	3	13	23
APR	4	14	24
MAY	5	15	25
JUN	6	16	26
JUL	7	17	27
AUG	8	18	28
SEP	9	19	29
OCT	10	20	30
NOV			31
DEC			

6 AM	15 min
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11 AM	
12 NOON	45 min
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ECT
Eau Claire Transit

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Transfer good On First Available Connection Only. This letter and the serial number of this transfer establish the date of issue.

HOUR	University	Magnet Mall	North High	West High	Rudolph	Continuation	MINUTES
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8							45
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10							15
11							30
12							45
1 PM							0
2							15
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EMERGENCY

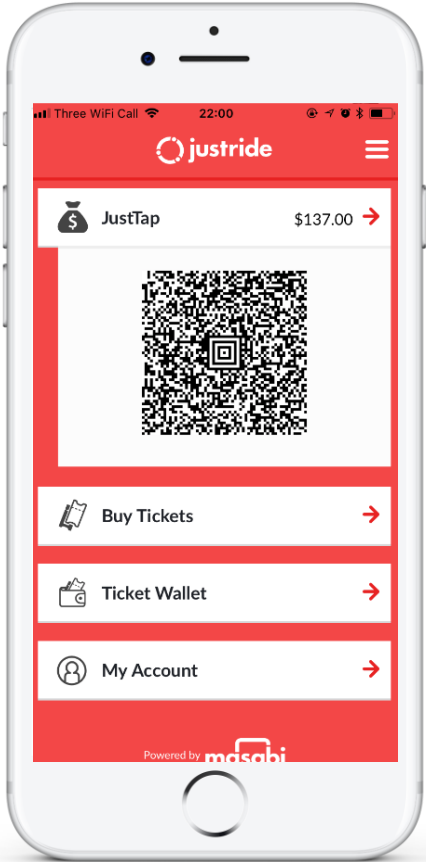
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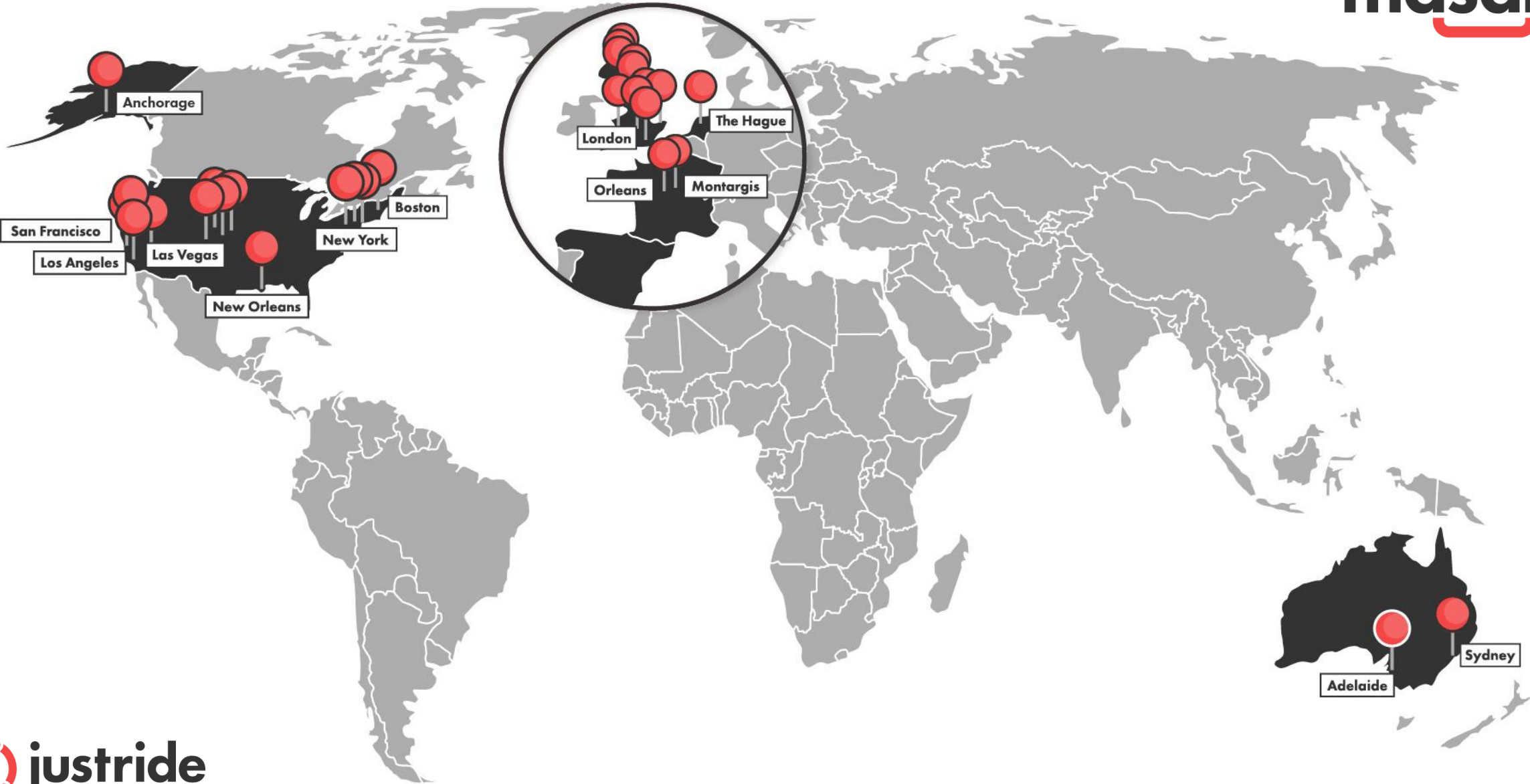
Route	AM	PM
1	16	1
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9	23	9
10	24	10
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EMERGENCY RE-ISSUED

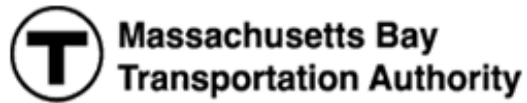


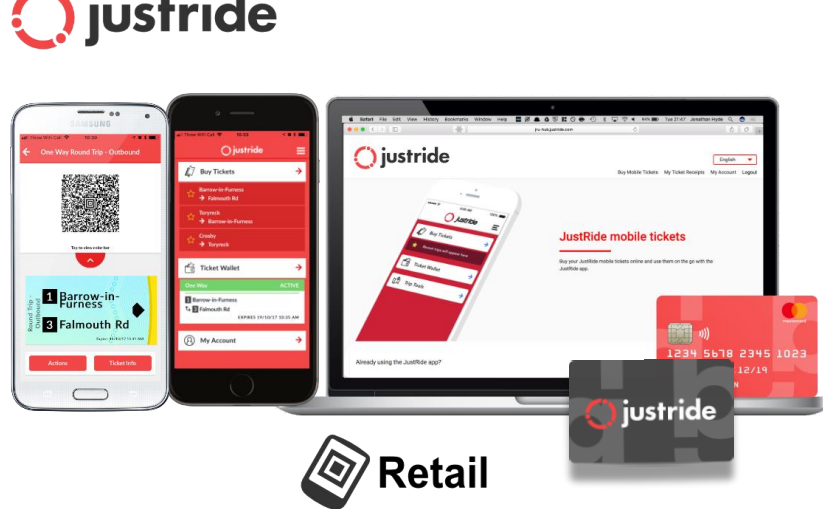




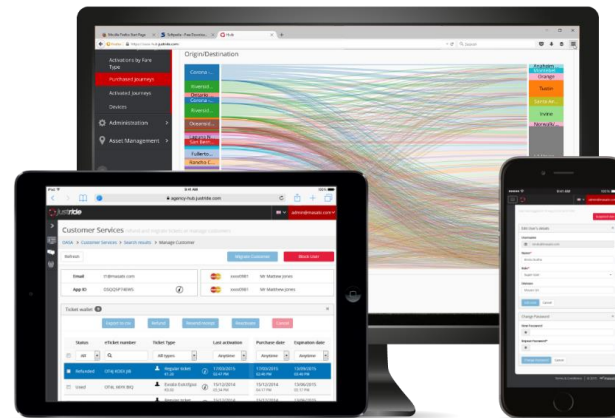


Over 30 Deployments Today




Retail




Hub

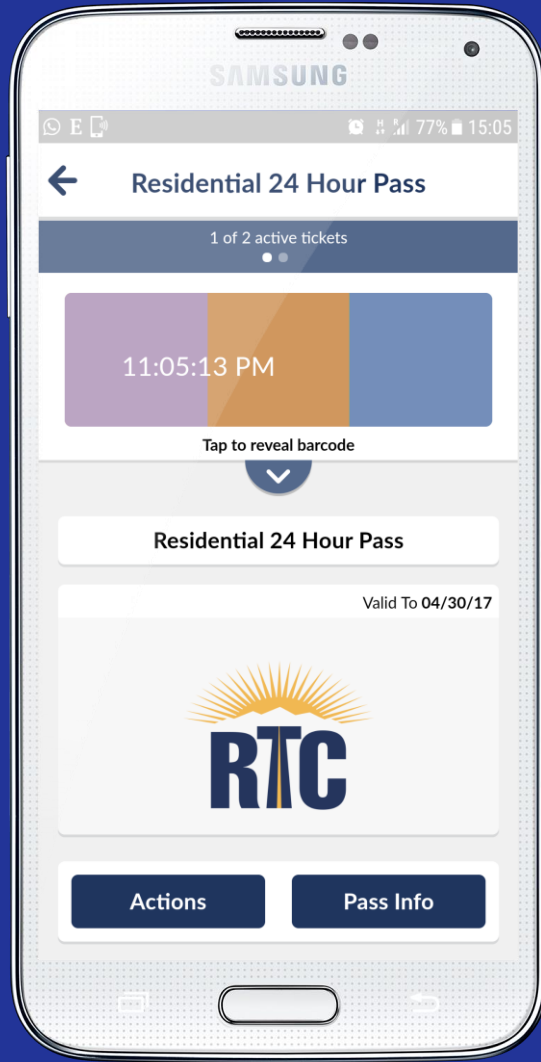



Inspect

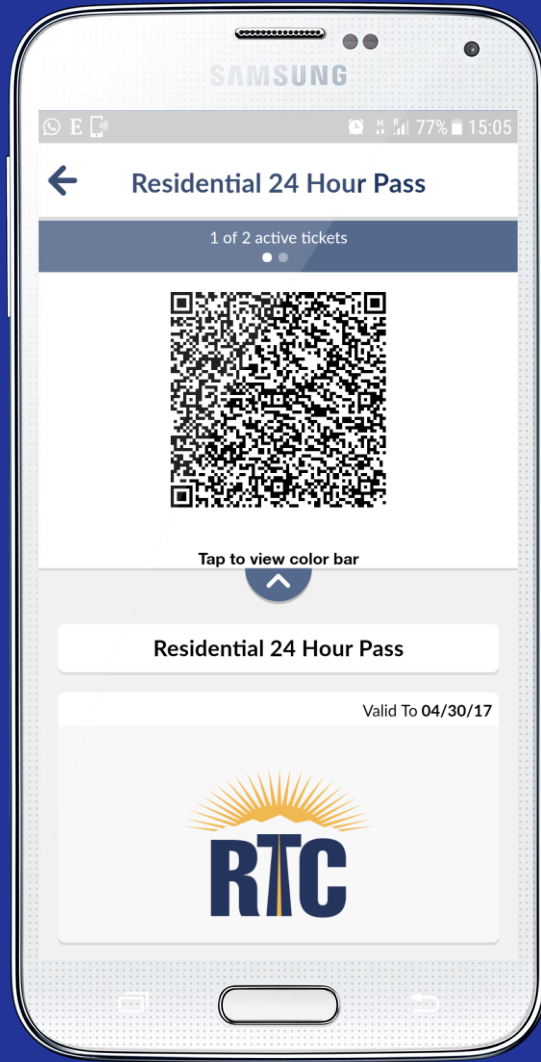
Mobile First Full Fare Collection

Case Study: Las Vegas



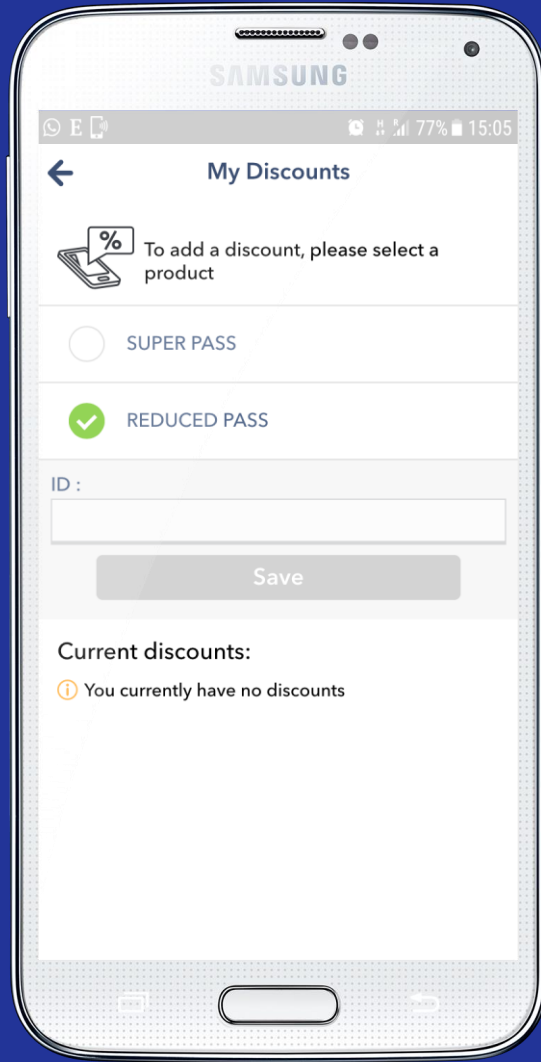


- Mobile first deployment



- Mobile first deployment
- On-vehicle validation





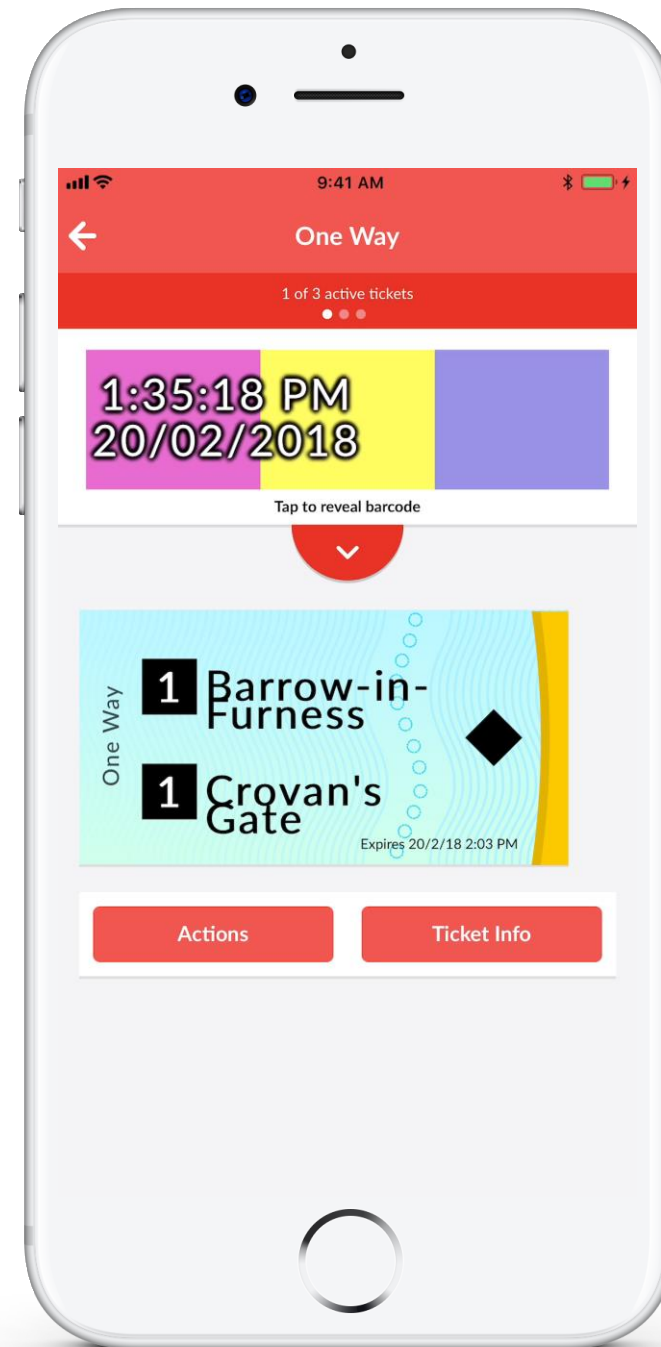
- Mobile first deployment
- On-vehicle validation
- Entitlement integration



Mobile First Approach to Full Fare Collection

1) Mobile Ticketing

- Pre-purchase ticketing, supporting simple and complex fare structures
- Sophisticated, secure visual validation
- Works offline
- No need to disseminate daily word, color, picture
- Rapidly deploy innovation
- Lay foundation for future



2) Electronic Validation

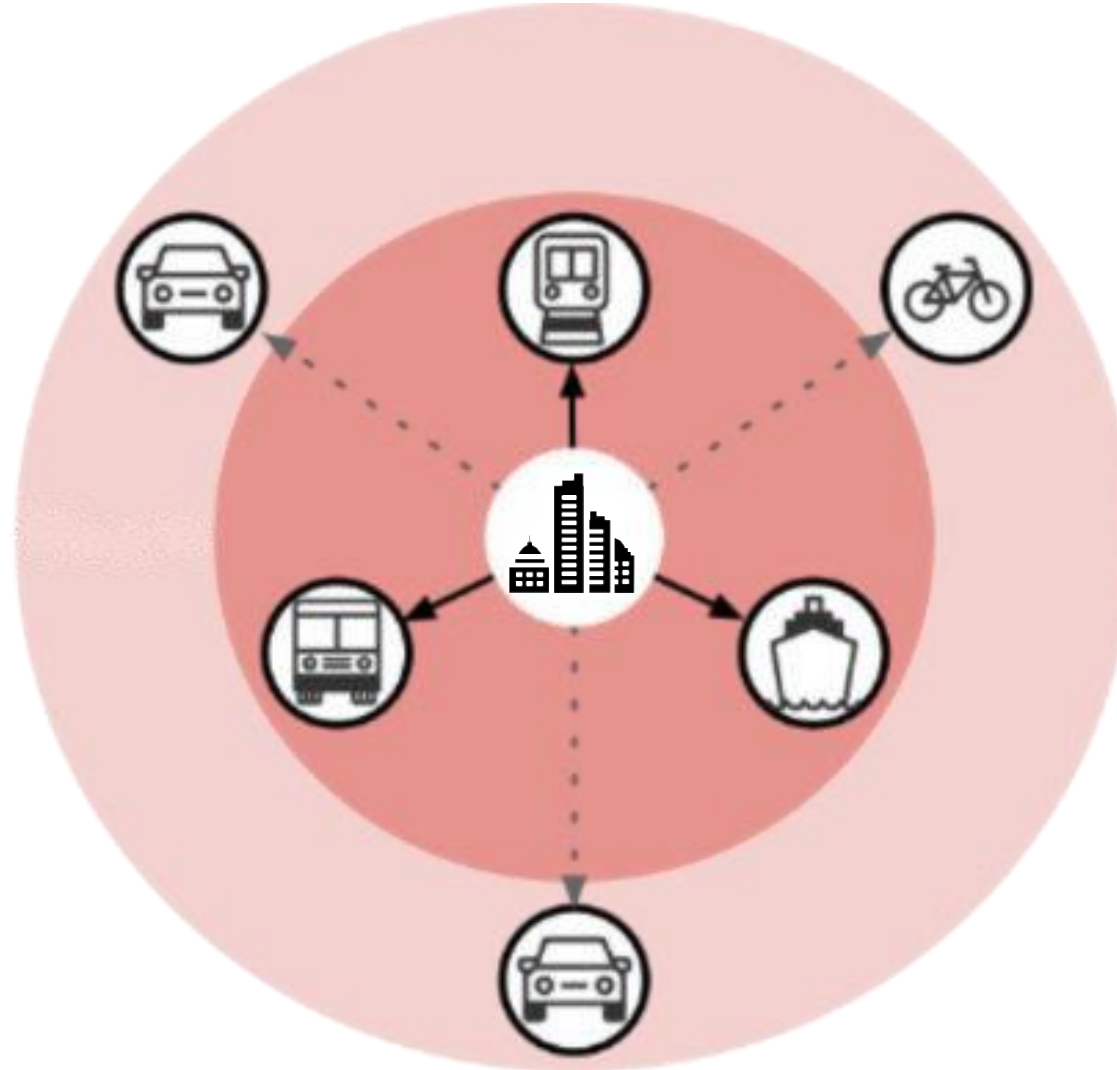
- Seamless expansion to electronic validation
- QR code embedded in ticketing application
- Fixed onboard validation and/or handheld devices
- Multi-format to support emerging technologies like BLE, NFC, and EMV
- New low-cost validator to market by Q4 2018



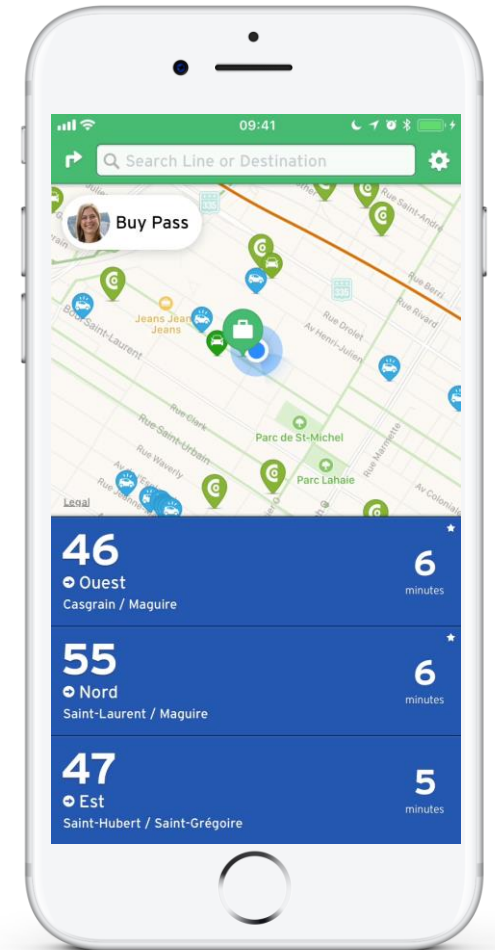
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3) Software Development Kit (SDK)

- Achieve integrated mobility practically; encourage private sector cooperation
- Maintain customer data and lay foundation for seamless payments across modes and systems



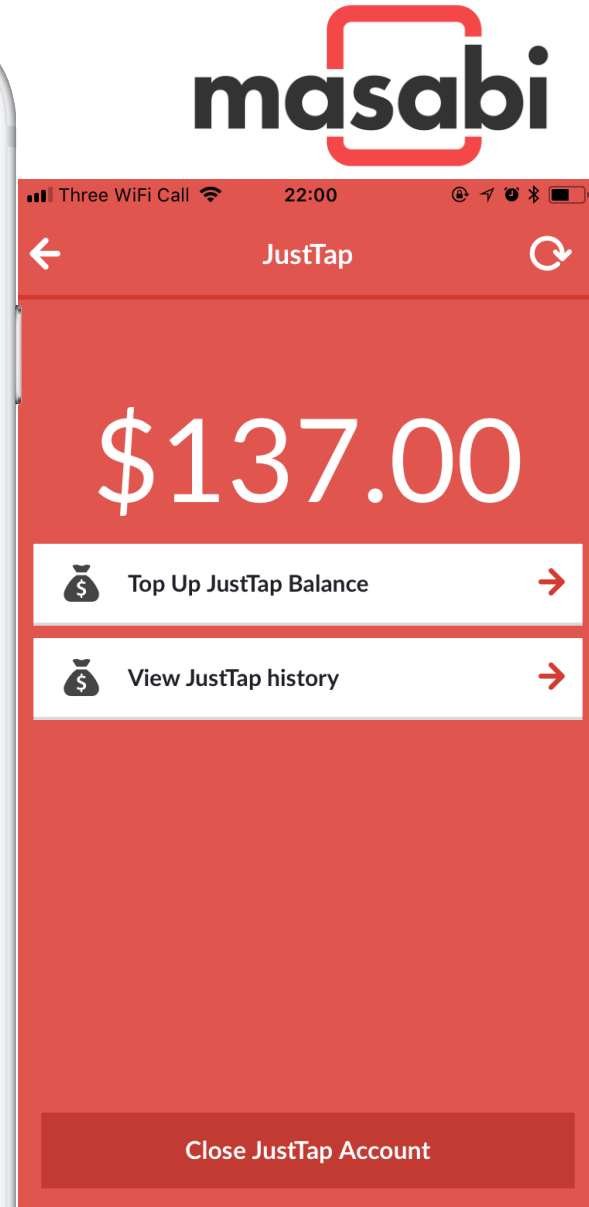
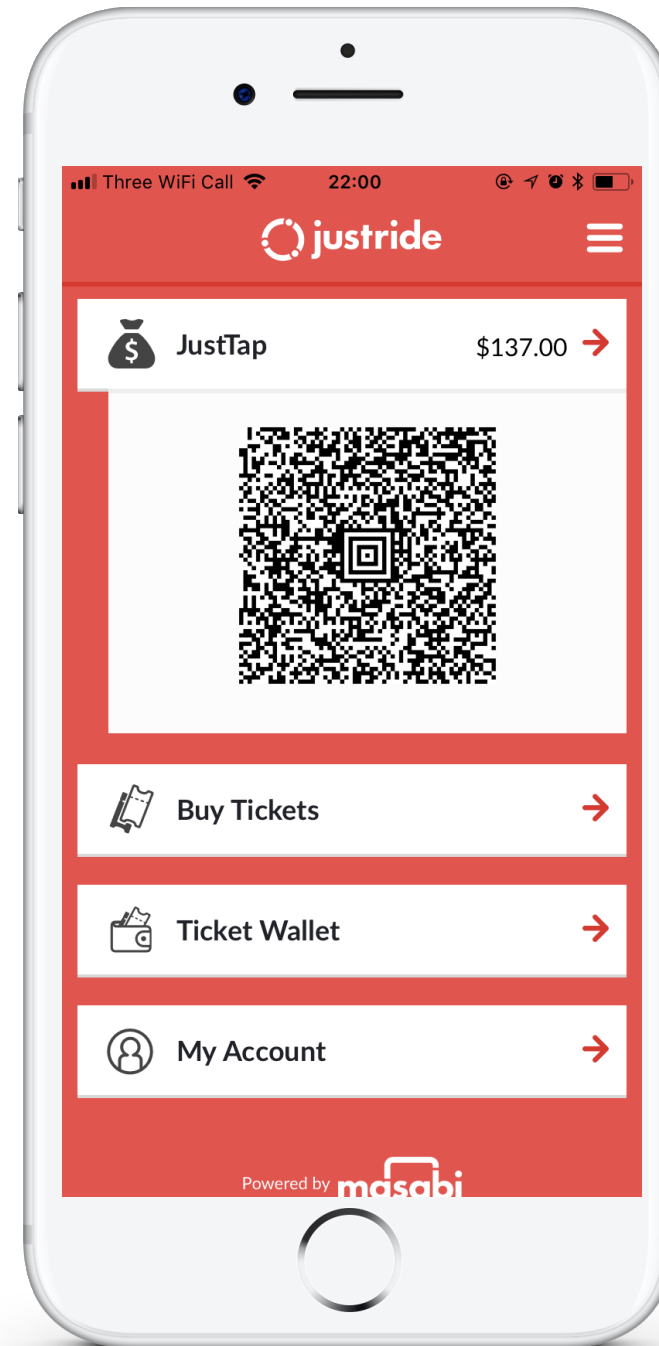
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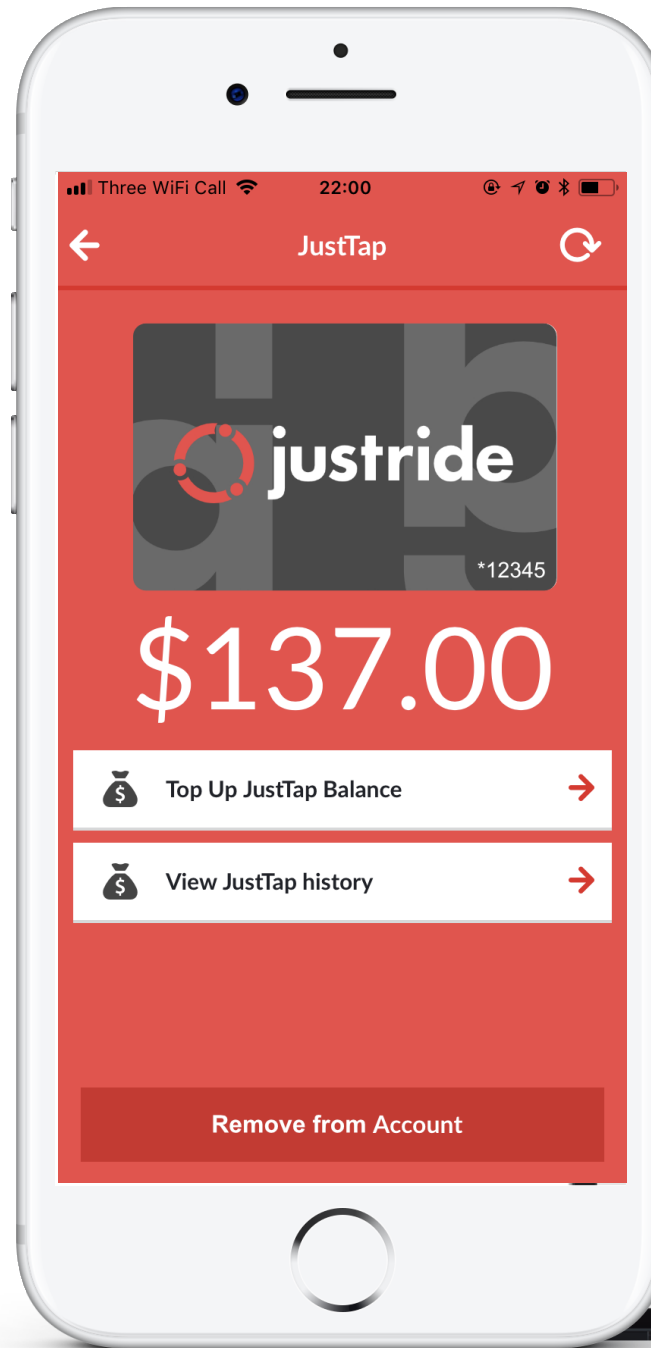
4) Stored Value and Post Pay

- Introduce stored value accounts so that passengers can simply tap along their route
- Fares are calculated in the back office
- Enable true fare-capping and other modern fare practices
- This removes the complexity of determining a fare in advance



5) Adding Other Tokens

- Mobile-centric account management, not mobile only
- Scalable to enable introduction of other fare media
- Easy to control account through mobile app or web portal
- Enable true fare-capping and other modern fare practices
- Remove the complexity of determining a fare in advance
- Account foundation for inter-modal / inter-system fares



6) Cash and Feature Phone Solutions

- Established ecosystem of partnerships to leverage existing POS distribution network
- Unbanked customers can digitize cash
- Feature phone passengers can purchase smartcards through distribution network without need for TVMs



7) Masabi's Mobile-Centric Full Fare Collection System



- Mobile-Centric – designed with the mobile phone at the center of the solution for passengers to easily control their accounts
- SaaS – cost-effective full fare collection solution
- Future Proof - evolving to adapt to emerging technology and prevent obsolescence
- Account-Based – account based to enable post-pay and integrated mobility, making it simple for passengers to ride
- Title 6 Compliant – solutions for unbanked and feature phones



Closing Thoughts

- Mobile ticketing can lay foundation for future modernization and can help reduce legacy vendor lock-in
- Ensure you deploy a solution provider that can scale for future needs
- SaaS should result in cost savings and future proofing
- Outcome based procurements or opex models to launch and iterate



Any Questions?



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Ticketing for Smarter Cities