



Mobile Ticketing

Mobile ticketing is the process whereby customers can order, pay for, obtain and validate tickets from any location and at any time using mobile phones or other mobile handsets.

This development reduces the production and distribution costs connected with traditional paper-based ticketing channels and increase customer convenience by providing new and simple ways to purchase tickets for all sort of events.

Mobile Ticketing for public transport

Since the launch of Mobile Ticket Service, the European public transportation has been revolutionised. It is more convenient, faster and more cost efficient. Mobile ticketing is one of the most promising areas of digital transactions for occasional travellers. Tickets can be purchased directly with mobile phones and they are delivered to mobile terminal by SMS (short) message. The customer sends a simple code as an SMS message to a service number and after a few seconds he/she receives a mobile ticket including validity information as a return SMS-message. Different ticket types can be ordered with a different code. The use of different ordering codes enables creating a variety of ticket types, either time- or distance based pricing and different zone systems.



< Mobi-ticket >
2D Barcode

No registration or giving of any personal information is needed for using the service and all mobile phone models can be used. Whereas registration is accepted when using smart card as a frequent public transport user, it is for most people an unacceptable requirement when buying a single ticket as an occasional traveller.

Mobile Ticket Service eliminates the need to carry cash for ticket purchase. The ticket price is invoiced from the customer by the telecom operator in conjunction of the monthly phone bill or directly debited from a pre-paid account or electronic vallet of the mobile phone. Together with large banks in the country, mobile payment service that allows direct payment via mobile phone from a person's debit account with the bank can be feasible. Also telecom operators who will sign an agreement with the transport company can offer the service to their customers.

Benefits:

Mobile Tickets represent a huge advance in ticketing efficiency and versatility:

- Increase Sales - Seats can be sold right up to the last minute and tickets from 'no-shows' can be used, greatly improving the efficiency of ticket sales.
- Instant Delivery - Mobile Tickets are delivered immediately to the mobile phone, eliminating waiting time for customers at the box office.
- Reduce Distribution & Operational Costs - Using Mobile Tickets is cheaper than printing, handling and posting a paper ticket, cutting costs for operators.
- Reduce Touting - Mobile Tickets can't simply be transferred like paper tickets which helps to significantly reduce touting.
- Tracking - Organizers can track attendance at an event automatically and in real time.
- Consumer Convenience - With Mobile Tickets there is nothing to leave behind and there is no need to queue at the box office to collect your paper ticket.
- Insured Ticket - No need for panic if the customer loses their Mobile Tickets. Mobile Tickets can be cancelled and re-issued effortlessly.
- Versatility - The Mobile Tickets can also be a promotional coupon, reward card or any function currently performed by conventional barcodes.



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Secure Mobile Commerce

For the commuter client following points summarize the advantages to them:

- 1- Tickets can be bought at any time.
- 2- Ordering from the comfort of your home.
- 3- No additional costs.
- 4- Not dependent on opening times of ticket offices.
- 5- No more queuing at the ticket automat.
- 6- Carefree payment via direct debit.
- 7- Online accounting on your personal page.



[Scanning a mobile ticket at the gate]

Several European railways today deliver tickets to rail passengers on their mobile phones. The Mobile Ticket technology is being used to improve customer service and convenience.

All railway operators agree that mobile ticketing streamlines customers through the train station entry points, cuts operational costs and printing and distributing paper tickets and reduces cash collection on the train and other touch-points. Passengers receive their ticket, called "Mobi-Ticket", in form of a 2D barcode sent directly to their mobile phone by an SMS text message. Staff on board the train and at major destinations will be able to check the "mobi- ticket" with special barcode scanners. Passengers want a simpler and easier way to purchase tickets for their train/commuter travel. Mobile ticketing means easy purchase, anywhere and any time. With many benefits to mobile phone ticketing, the most important is its simplicity and convenience, providing lower cost tickets for passengers giving them even greater value for money.

The new scanning gate technology at the stations on both ends of the journey will allow passengers with mobile phone tickets to scan their own mobile tickets as they walk through the ticket gates. Following the success of the initial large-scale pilot tests with tens of thousand mobile phone tickets, many of the railways across Europe have rolled out the next phase of mobile phone ticketing.

Popular With Passengers

Mobile phone ticketing has been embraced by passengers all over Europe and been regarded as very successful both from a technological point of view, but more importantly, it has proved very popular with passengers, as seen by the uptake and fast switching from traditional printed tickets to mobile tickets. The European countries that have over the last few months rolled out mobile phone ticketing are England, Sweden, Germany, Austria, Belgium and Holland. Test phases are currently conducted in Spain, France, Switzerland, Hungary and Italy. The aim is to cross-country link Europe's railway system to a interoperable mobile phone ticketing system, linking railway operators, mobile telecom organizations and banks.

Mobile Ticketing Is Closely Linked To Mobile Payments Success

All mobile devices, whatever type, brand or model, use a SIM card to operate. Without it you would not be able to switch on your mobile device. The SIM card is the only part of the operator's network that connects and authenticates the subscriber to the network.

IPCryptSIM™ resides on the SIM card of every type of the mobile device and allows sending of secure SMS messages. Its ease of use interface offers a simplified method of data input to make it a "simple-click operation" with remarkable user friendliness. **IPCryptSIM™** SMS messages are sent / received via the standard Short Message Service mechanisms. As a consequence, they are billed at the usual rate and will appear on the monthly service statements as regular text messages.

With the highest security standards set by banks, an all social levels reach and ease-of-use for a use anytime-anywhere, **IPCryptSIM™** is today's single answer for completely secure mobile commerce and mobile banking.

When using the **IPCryptSIM™** mobile ticketing service, the customer books the ticket and sends an encrypted text message (SMS), requesting the bank to make a payment. He receives an encrypted text message on his/her mobile phone with the requested details. The SMS is sent from the bank's GSM Mobile Payment server. At the same time the bank sends a credit advice to the railway operator, who upon receipt issues a Mobi-Ticket and sends the same via SMS to the customer's mobile phone, who then can use it for his/her next train ride.

Alternatively other payment modes via the mobile telecom operator against monthly billing, or as a pre-paid service could be feasible.

IPCS Group provides mobility and mobility security services and solutions and have close relationships with key mobile security and mobile enabling services organization across the globe. We understand how to use mobile networks to deliver business solutions and we have experience of the core processes required. Our solutions make partnerships between mobile operators and banks, merchants and transport organizations a reality, delivering cost effective business opportunities. Our expertise helps customers to understand the impact such technologies have on their business.



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IPCS Group solutions enable the step into mobile commerce, whether mobile banking, mobile payment or mobile marketing, providing systems for the full spectrum of the local mobile commerce needs, we offer best practice methods together with solutions which are tailored to individual customer requirements. IPCS Group combines the right mix of people, skills and technologies to deliver our solutions and services that deliver business objectives. By leveraging our knowledge base in Asia, Europe and the USA, we deliver cost-effective solutions quickly.

Our mobile commerce solutions include mobile ticketing which simplifies travel and reduces cost without compromising security. Our mobile payment and mobile banking solutions enable to deliver a complete mobile commerce package for the public transport industry.