



# Convenient payment of bus, metro and train tickets

**The Danish company Unwire delivers a visionary and highly advanced mobile ticket platform to the Copenhagen area transport companies. The system can be used everywhere.**

COPENHAGEN - The users of public transportation throughout the area around the Danish capital will now have even more opportunities to buy their tickets using their cell phone. The transport companies DSB, Metro, Movia and DSB First have since January 2009 conducted a successful pilot project with SMS tickets. This is now extended to a permanent, full scale service with multiple methods of mobile payment.

The technology is, after a competitive tender, developed by the Danish company Unwire. Experiences from the pilot project were used to make the purchase of mobile tickets even more attractive for travelers. Now passengers can buy their tickets directly on [www.rejseplanen.dk](http://www.rejseplanen.dk) (web-based travel planning). They can also choose to pay for the journey with credit cards, mobile phone subscription or by direct bank account withdrawal.

Transport companies achieve a series of administrative and competitive benefits – including faster and better ticket validation, easier book keeping, better internal auditing, and shorter time to market when planning and launching campaigns.

## **A successful pilot project with a great future**

“The pilot project went well and we reached our financial goal. The deployment of SMS tickets took a little longer time than expected but with the new technology it will be even simpler to pay via mobile phone. We see many opportunities to make it more attractive to our passengers to travel in groups, “says sales director Niklas Marschall, DSB S-tog, that provides train transportation services to the Danish capital and suburbia regions.

“This new and innovative solution makes it possible for other transport companies to sign up - even at attractive prices. Therefore, the solution will be nationwide in near future. Mobile tickets and electronic services is a strategically important area for The Danish Railways, DSB. With Unwire we have an ambitious partner that can develop this area further with us. “

Niklas Marschall stresses that it has been important for the involved transport companies to have a system that customers find easy to use - and also meets the companies’ high-service, operational and safety requirements.

“The system from Unwire has proved to be stable and capable to handle a very large number of operations,” concludes Niklas Marschall from DSB.

## **More than a ticketing system**

Peter Bredgaard, CEO of Unwire, stresses that the new solution makes it possible to launch the world’s most advanced mobile ticketing system in many other places than in the Danish capital region:

“We experience significant interest from other European transport companies. And since the solution is highly scalable and able to handle very high volumes, we are in a very good position to serve new markets throughout Europe. Public transportation services vary only slightly from country to country and the Unwire technology is developed in a way that makes the integration to relevant IT systems very fast. Advantages that the majority of transport companies can take benefit from. And that is precisely one of the strengths of our technology: We help our customers to sell more tickets, faster and with more convenience. Simultaneously customers also add additional opportunities to develop their business and earnings. “

Peter Bredgaard also mentions that the Unwire technology is very flexible and well suited in many other contexts where large numbers of people needs to buy tickets, for example concerts, events, or paying parking fees.

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## ➔ ABOUT UNWIRE

### **Complexity made simple**

The Danish company Unwire's unique competence is the ability to ensure that customers' content and services can be used across all mobile networks as well as on all mobile phones. With a connection to the Unwire mobile platform, the customers are able to obtain full functionality across mobile technologies, payment systems and across borders.

## ➔ THE TRANSPORTATION COMPANIES

### **Transport companies in well-functioning interaction**

The four major transport companies in the Danish capital area will now - based on a successful pilot project - run perhaps the world's most advanced payment system.

The four companies are:

- DSB (running distance, regional and local trains) [www.dsb.dk](http://www.dsb.dk)
- Metro Company (Metro in central Copenhagen) [www.m.dk/](http://www.m.dk/)
- Movia (bus service in large parts of the metropolitan area) [www.moviatrafik.dk](http://www.moviatrafik.dk)
- DSBFirst (regional train services in Denmark and Sweden) [www.dsbfirst.dk](http://www.dsbfirst.dk)

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