



## SMART MASS TRANSIT SOLUTIONS

The business of moving people around is not an easy task to contemplate. In the modern world, you have to think of the passenger, system of payment, baggage, security, and considerations of privacy. Electronia's EIPass Mass Transit addresses all these matters, and much more.

**Using smart cards**, EIPass creates more efficient methods for the automated fare collection, speeds-up movement of commuters on trains and buses, and helps drivers in drive-through tolls.

Electronia's technological expertise in the provision of smart cards for mass transit allows mass transit authorities to optimize their efficiency, enabling

authorities to optimize their efficiency, enabling multiple applications from a single source. These multiple applications facilitate instant access to transport services and thereby assist in attracting new customers. Other benefits for public transport authorities include reduced fare evasion, lower running costs, and improved operational efficiency - efficiencies that benefit operator and consumer alike.

EIPass mass transit services may be personalized to a variety of bus, coach, and ferry operators, guaranteed with a technology backed by years of experience and expertise in the smart cards field. This expertise enables EIPass to successfully meet the challenging demands of today's fast moving and changing mass transit ticketing markets.

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## Technology and Benefits

The contactless electronic link between card and reader equipment allows for a very fast interface that is needed in mass transit. Using smart cards to replace traditional transit tickets or tokens results in:

- Reduced cash handling, equipment maintenance, and security costs;
- Increased convenience for riders;
- Improved collection of ridership data;
- A more modern image to transit;
- New opportunities for innovative fare structures and marketing.



*contactless smart cards*

EIPass provides a verifiable connection between the passenger, his or her baggage, and their ticket and boarding pass at each key point of a trip.

### EIPass facilitates:

- Easy management of fare collection
- Positive identification of all travelers at all points in the airport including the gate;
- Location of passengers within the airport facility;
- Positive accountability for all checked baggage against boarding passes; and
- Complete and accurate passenger manifests.

Electronia continuously strives to ensure that no important detail is left out in the requirements of modern mass transportation. Electronia's EIPass Mass Transit system is the solution for tomorrow's changing and complex world.



*Smart transit gate*

Electronia's commitment to smart cards involves developing this technology for mass transit to meet the changing future needs of the rail industry.

The mass transit sector has been the most important sector for contactless smart card technology, with millions of smart cards being used in many countries all over the world with still more waiting to be installed or upgraded.

Non-contactless smart card systems are being increasingly replaced with contactless platforms. Existing transit systems of certain European countries are being readied for upgrades. Many projects are being planned to upgrade the existing system of smart cards and magnetic stripes in Taiwan, France, and other parts of the world.

Smart cards provide more flexibility and personalization features for day-to-day commuters when used together with a daily travel card. Apart from that, they also offer remarkable speed and convenience benefits in payment application, when compared to non-contactless technology. They offer the best possible solution for security and privacy when used with biometrics in areas such as the e-passport application.



*Train / Bus commuters*

