

SOUTHEASTERN SMART TICKETING

11 May 2016



elmwood

London

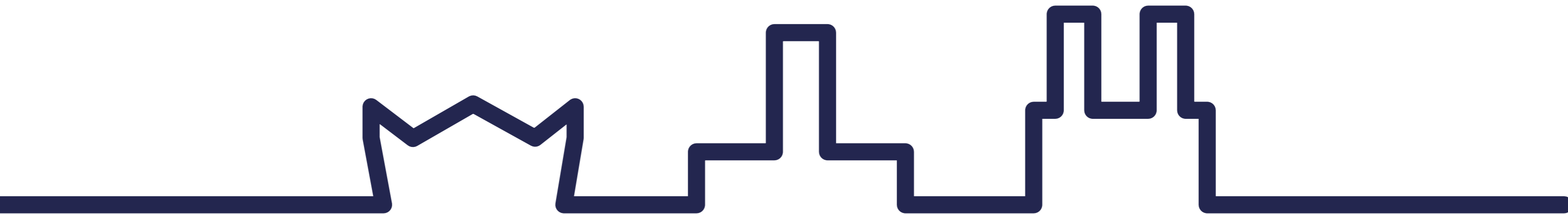


The Eye

The Gherkin

The Shard

Tower Bridge



Olympic Stadium

Tate Modern

Battersea Power Station

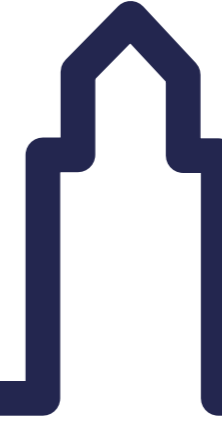
Kent



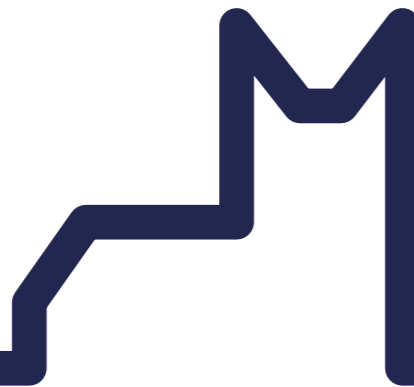
Hastings
Fishermen's Hut



Reculver Towers,
Herne Bay



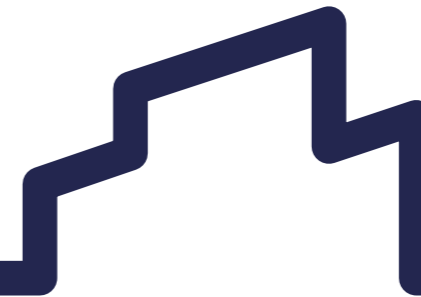
South
Foreland
Lighthouse



Canterbury
Cathedral



Bayham
Old Abbey



Turner Gallery,
Margate

Customer Key Front



Adult Key Back



Child Key Back



Employee Key Front



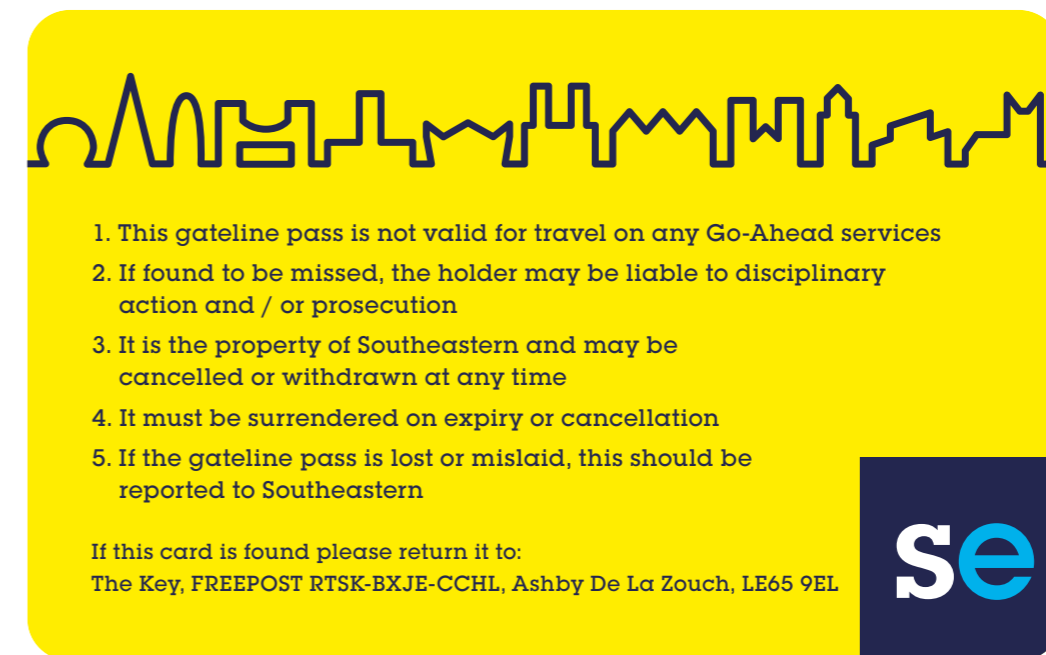
Operators Key Front



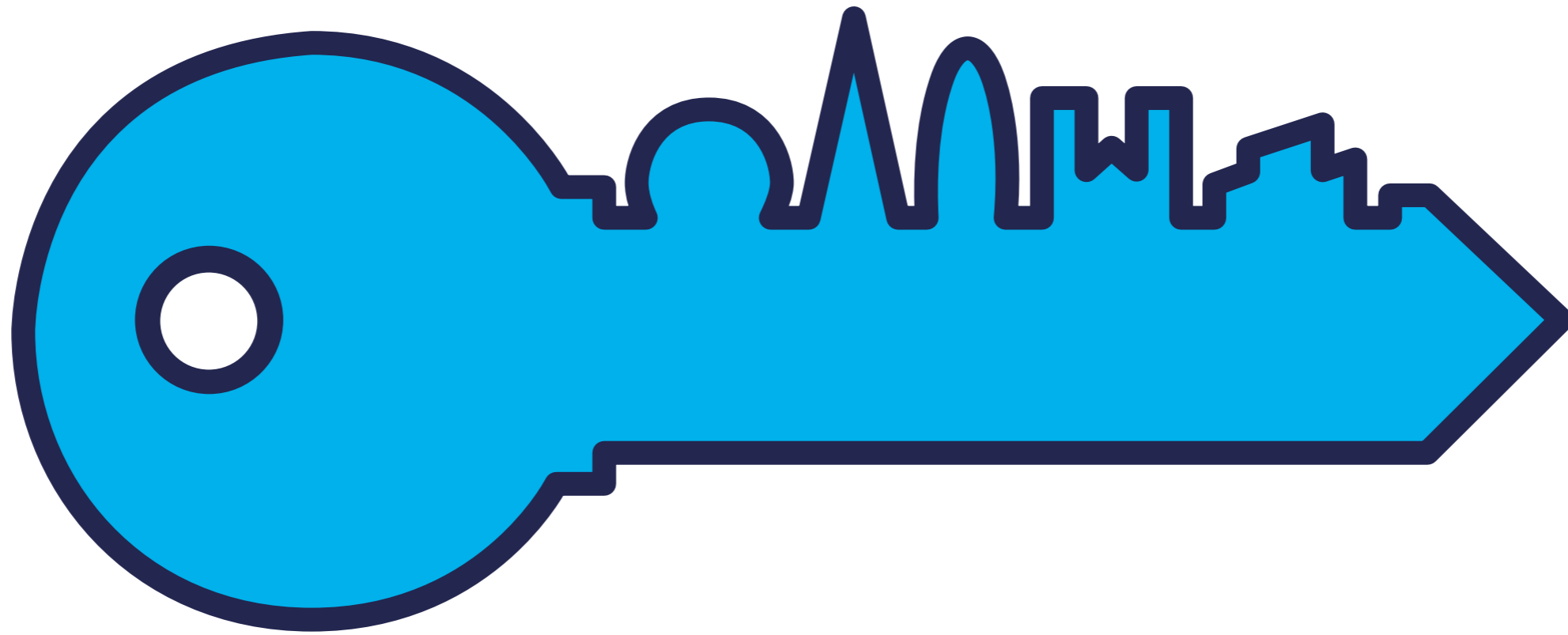
Employee Key Back



Operators Key Back



Master Key



The Eye ~ The Shard ~ The Gherkin ~ Reculver Towers, Herne Bay ~ The Turner Gallery

Full Illustration Suite



Promo Poster

Key card will be a photograph

The Key

John Dowling
1930 5288 9140 788367

ITSO

se

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Your paper season ticket
is changing for the better

Buy a Southeastern season ticket online or at the station and it will soon come as a contactless Key card for hassle-free train journeys. So whether it's for work or play, you can use your Key to seamlessly travel across London and beyond.

For more details about The Key please visit www.southeasternrailway.co.uk/thekey

se



The Key benefits

Easy

Just buy and add tickets, then touch in at the gate and go.

Quick

Get through the station faster because there's no need to queue for tickets.

Safe

Register The Key in your name and we'll replace lost or stolen tickets.

Sturdy

The Key is plastic, so it won't fade or go flimsy like a paper ticket.

For more details about The Key please visit:
www.southeasternrailway.co.uk/thekey

southeastern

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London, SE1 8PG
Tel: 0845 000 2222
www.southeasternrailway.co.uk

Sarah Smith
Elmwood
Eagle House
167 City Road
London
EC1V 1AW

29 April 2016

Dear Fernando,

This is your contactless Key to the city.

You can use it on trains between Tonbridge and London until May 2017. And you can add any other Southeastern tickets you buy online or in a station.

Easy. Just buy and add tickets, then touch in at the gate and go.

Quick. Get through the station faster because there's no need to queue for tickets.

Safe. Register your Key in your name and we'll replace lost or stolen tickets.

Sturdy. Your Key is plastic, so it won't fade or go flimsy like a paper ticket.

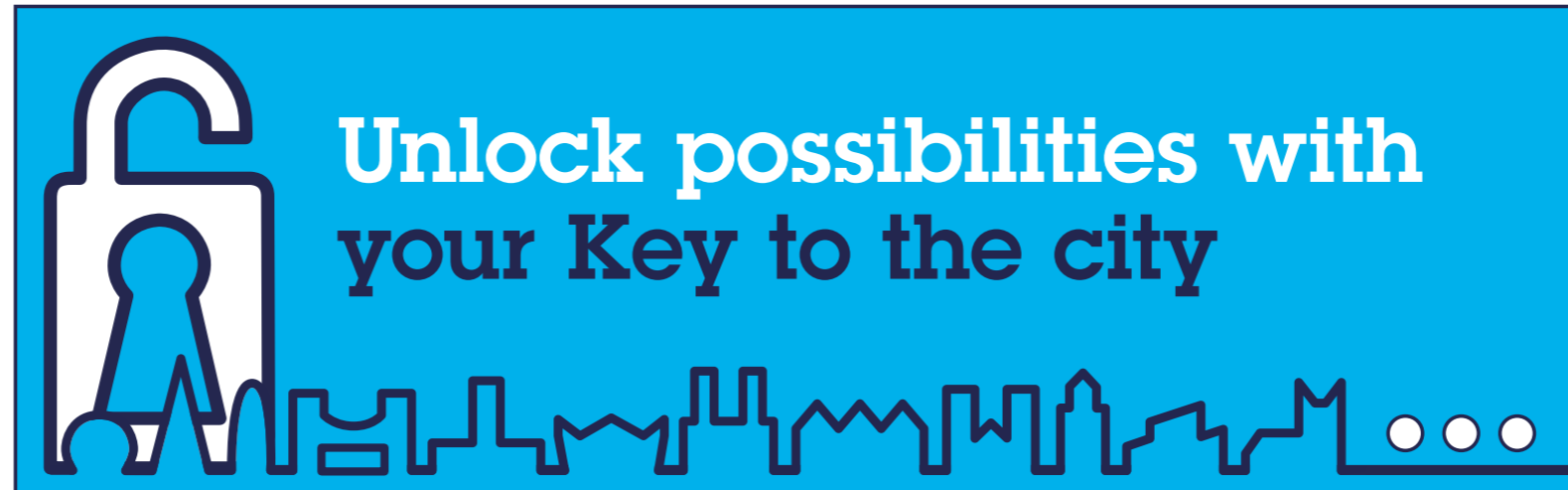
For more details about The Key please visit www.southeasternrailway.co.uk/thekey

Happy travels.



John Johnson
Communications and Travel Manager
Southeastern





Digital Applications

The screenshot shows the Southeastern Railway website interface. At the top, the 'southeastern' logo is on the left, and navigation links for 'Your journey', 'Tickets & destinations', 'About us', and 'Contact us' are in the center. On the right, there are icons for a message, user profile, search, and a gift. Below the navigation is a 'Book your tickets' sidebar with a dropdown arrow. It contains tabs for 'Tickets' (selected) and 'Season tickets'. The form includes fields for 'Leaving from...', 'Going to...', 'Travel via' (with a dropdown), and 'Station name...'. The date is set to '29/04/2016' with a calendar icon. The 'Depart after' field shows '16:00'. There are tabs for 'Single' (selected) and 'Return'. A '+ Passengers & railcards' link is present, and a 'Get times & tickets' button is at the bottom of the sidebar.

Unlock an easier way to travel

The Key to unlocking your weekend

Travel by train and get **2FOR1 entry** to some of Kent's top attractions.

Unlock potential

Buy South Eastern tickets, then add them onto your contactless Key for hassle-free train journeys. Just buy, add and go. Whether it's for work or play, use your Key to seamlessly travel across London, Kent and parts of East Sussex.

[Buy train tickets](#)

Experience more

Whether it's for work or play, use your Key to seamlessly travel across London, Kent and parts of East Sussex.

[Buy train tickets](#)

Ashford Designer Outlet - from London in under 45 mins

Envelope

Sarah Smith
Elmwood
Eagle House
167 City Road
London, EC1V 1AW



To be delivered

Contactless sticker

Mini guidelines

THANK YOU



elmwood

