

Poole, UK
February 20, 2013

Siemens wins top ticketing award

At the recent Transport Ticketing Conference in London, Siemens won the MasterCard Transport Ticketing Award 2013 in the category 'Ticketing technology of the year' for the company's innovative dual-function smartcard. The award marks Siemens UK launch of integrated mobility and eTicketing, part of the company's expanding portfolio of ITS and City solutions.

According to the company Business Development Manager, Andy Gill, electronic ticketing from Siemens makes it easier for people to switch between different means of transportation and travel with one electronic smartcard ticket. 'From private car to metro, or from commuter train to bike, users do not have to remember fares, they just pay for the distance travelled, regardless of whether they took a train, hired a bike or used services such as car parking facilities', he said.

In credit card format, the newly launched smartcard can be used intermodally for different means of transport and interoperably for different transport companies and fare networks as well as the associated service providers. Its dual functionality also enables the smartcard to be used for 'Check-in/Check-out' (CiCo) access control systems and the 'Be-in/Be-out' (BiBo) principle.

Unlike the CiCo principle, in which passengers actively scan their access pass with a terminal, the BiBo system offers maximum convenience for users. The smartcard is automatically recorded on entering and leaving the vehicle as well as at intervals during the trip using a contactless monitoring system. The route taken and any changes of class are automatically logged. Only the most economical fare option for the route actually taken will be charged.

Over many decades, Siemens has a proven track record of successfully delivering innovative, low cost solutions for transport systems including main line rail services, intelligent transportation systems for road transport, parking systems, demand management solutions and electric vehicles. Siemens fully understands the role that modern IT plays in supporting the goal of modal shift and we know what it takes to simplify and future-proof multi modal travelling for individual travellers, transport operators and city authorities.



Winner: Best Ticketing Technology

SIEMENS



www.transport-ticketing.com/awards

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Siemens plc

Siemens was established in the United Kingdom 170 years ago and now employs around 13,520 people in the UK. Last year's revenues were £3.2 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.

Siemens Mobility and Logistics Division

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