

Plan, Book, and Pay in a Smart City



Bytemark

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Photo by Mika Baumeister on Unsplash

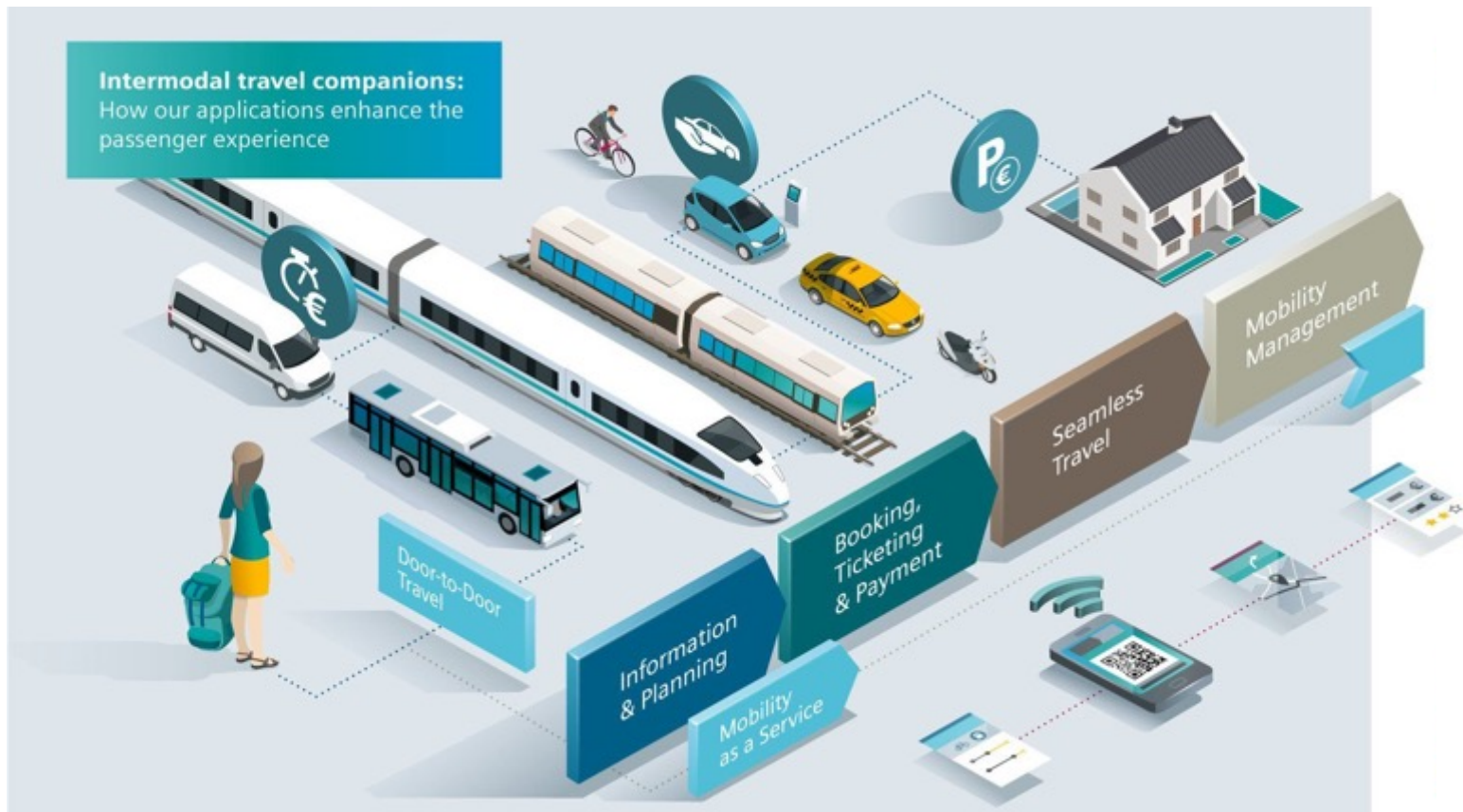


Bytemark: Delivering Integrated Mobility Solutions

- Mobile Ticketing
- Payment Systems
- Electronic Validation
- Virtual Fare Media
- Trip Planning
- Traveler Relationship
- Demand Response



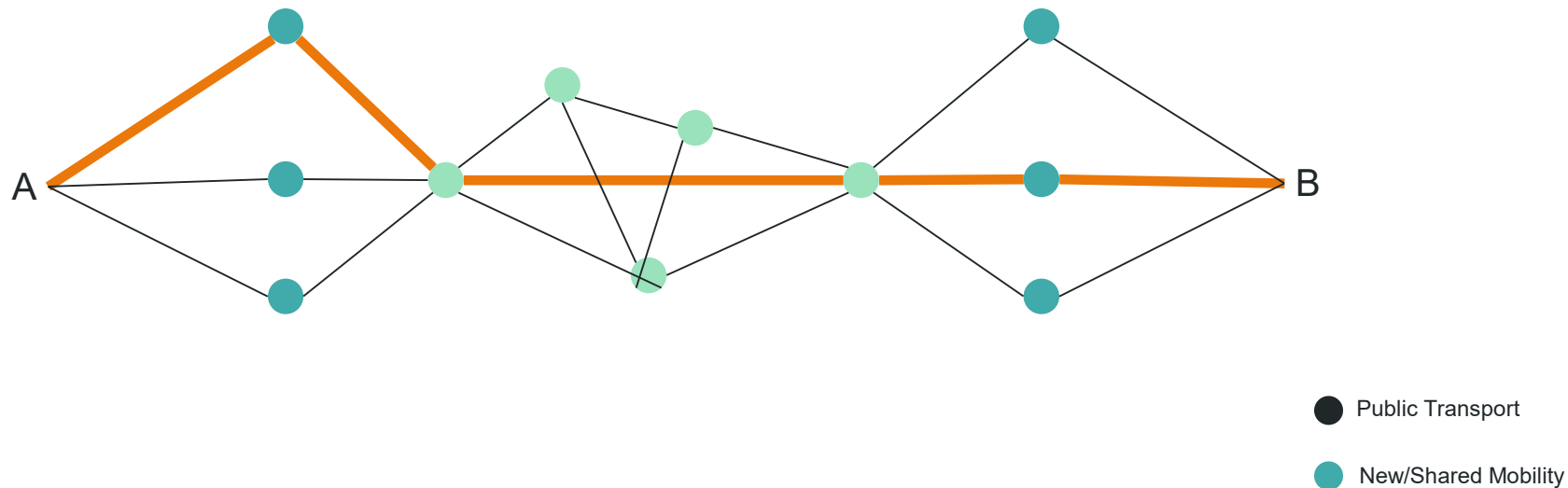
Mobility as a Service



Our Vision



The Transit Network – more than just last and first mile



One traveller – different preferences

Family



Vacation



Business





The Transit Network – Our holistic view





Integration of as many Transport Options as possible

Public Transport



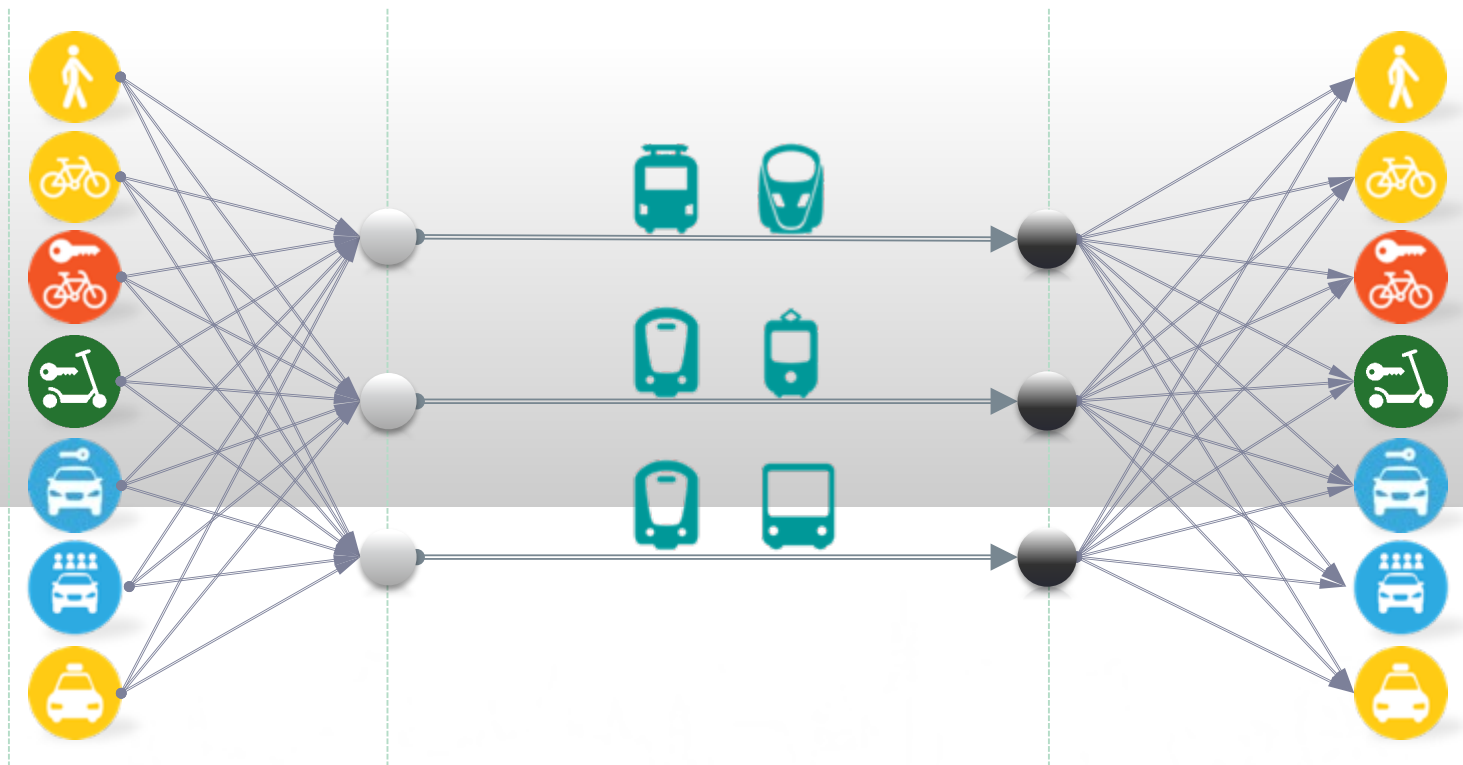
Individual Transport



New Mobility



● New/Shared Mobility



What are criterias?



Environment



Travel Time



Stability



Comfort



Price



The Algorithm for Different Routing Options



- ✓ Complete Network
- ✓ Holistic view
- ✓ More Alternatives
- ✓ Guaranteed best result



What are the mobility needs of a Smart City?

Plan

- Different mobility providers offer their own app, or no app
- Travelers wish to balance cost and convenience when planning their end-to-end journey

Book

- Each mobility provider requires a separate user account
- Coordinating multi-modal travel is not seamless

Pay

- Single payment
- Settlement with mobility providers
- Supporting the Un-banked
- Supporting Transit benefits



Common Payment System: Launching 1Q 2020

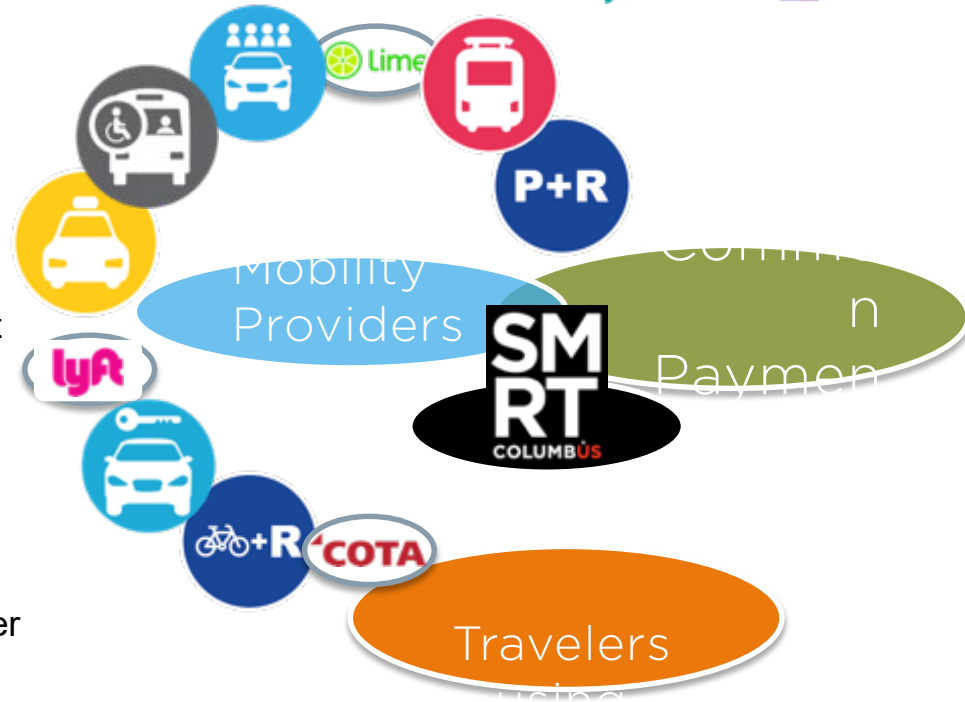
The Smart Columbus solution will provide users with the unprecedented ability to pay for multiple services in from one account.

For Users

- Book a multi-modal journey with a single payment
- Maintain a single user account across all services

For Merchants

- Provide payments system
- Fraud detection and prevention
- Calculate and route payments via settlement driver



**Pivot – Empowering
Mobility**
in Central Ohio



Common Payment System

Central user account and
payment platform for Smart City
Operating System

- Book a multi-modal journey with a single payment
- Maintain a single user account across all services
- Payment system for all mobility operators

A blurred background image of a city street, likely New York City, showing yellow taxis, a subway train, and pedestrians. The image is darkened to serve as a backdrop for the text.

Thank you.

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