

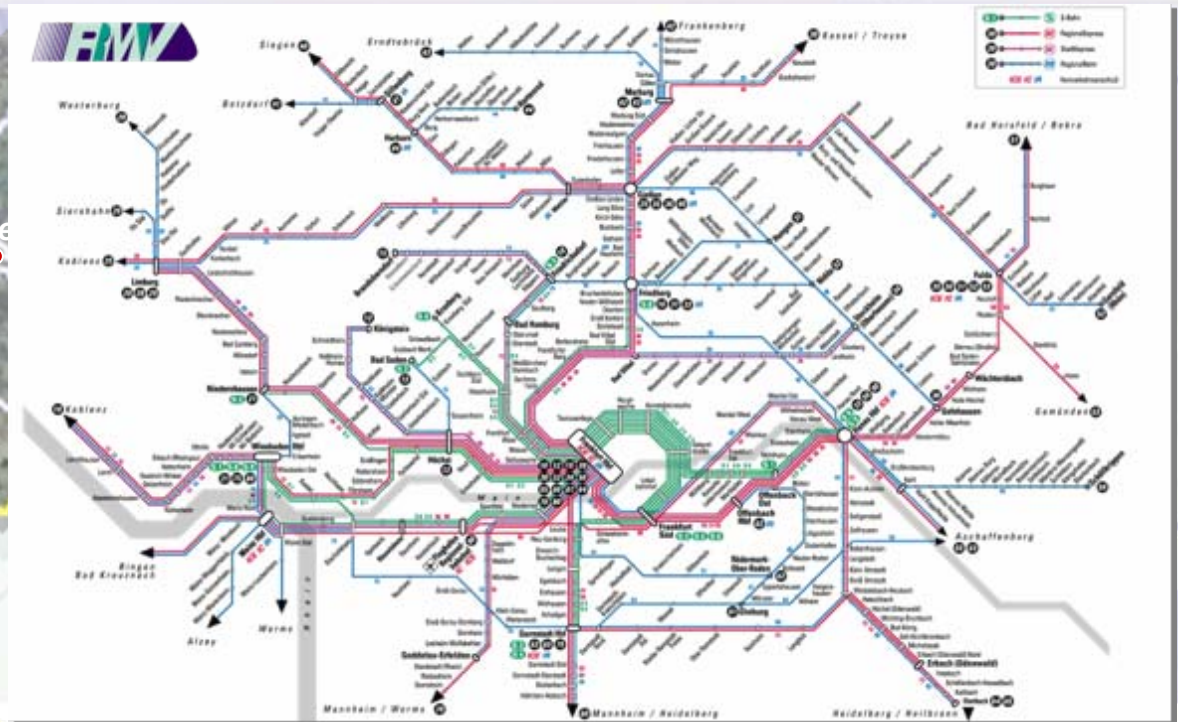
NFC @ RMV

Introduction

Frankfurt RheinMain – the “Mobile” Region



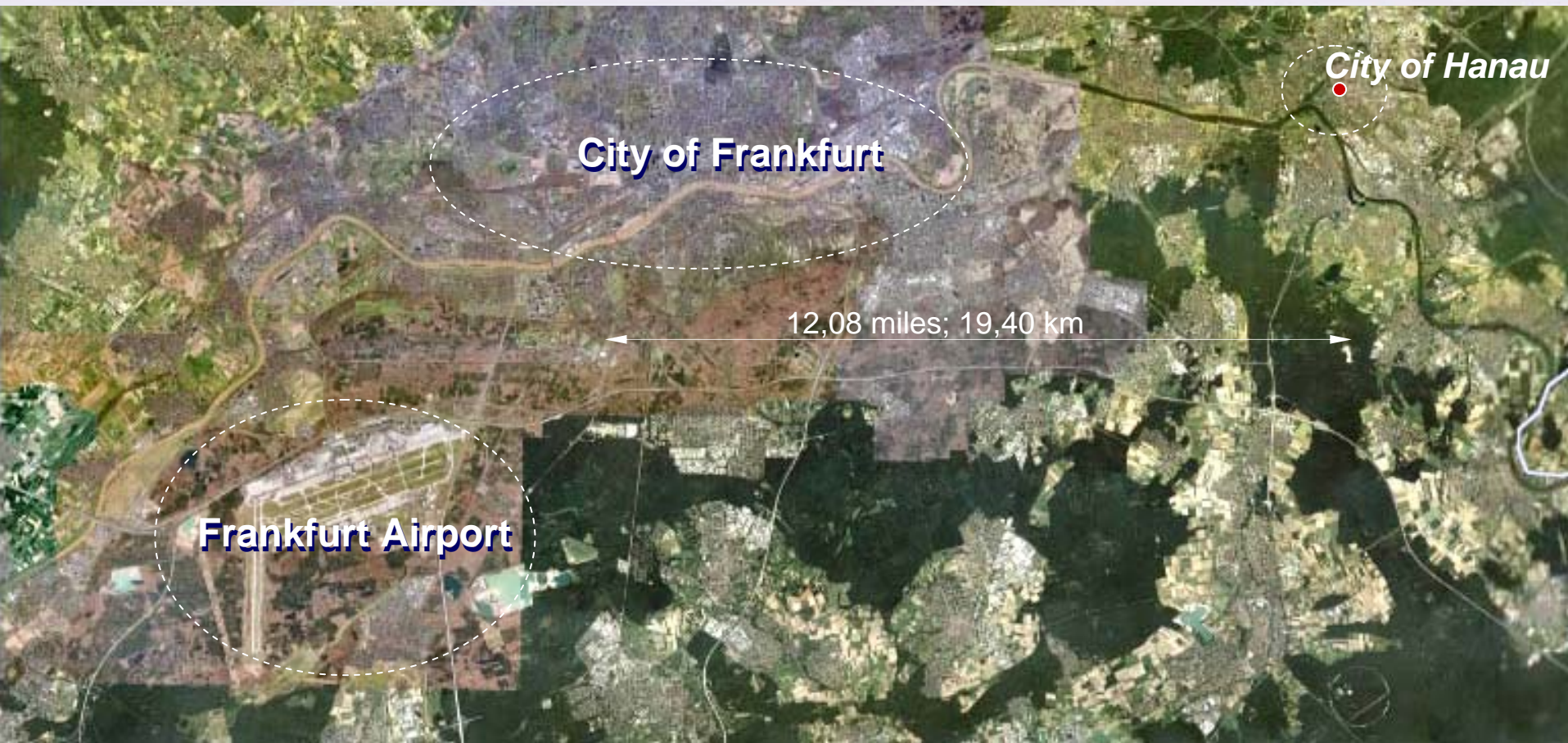
Picture Source: Google Earth



- 14000 km²
- 5 Mio. inhabitants
- 15 counties
- 11 cities
- 156 companies
- 43 regional rail-lines,
- 15000 stops, incl. 400 Train-Stations
- 780 bus-lines
- app. 630 mill rides per year

Introduction

Frankfurt RheinMain – the “Mobile” Region



Picture Source: Google Earth

Mobile Ticketing @ RMV

NFC Field Trial Hanau



Targets

- Evaluate the technical feasibility of NFC
- Evaluate acceptance in comparison to smart cards

Phones used: Nokia 3220 with smart NFC shell

- Secure storage of tickets and user authentication
- Touch at reader to ride local bus network

Pilot history

- Pilot period: April 2005 April 2006
- Participants: 146 end users, 15 conductors
- Market research: phone interviews and focus group discussions after 6 month
- Pre- and post questionnaire

Mobile Ticketing @ RMV

NFC Field Trial Hanau



Beyond tomorrow clip



Mobile Ticketing @ RMV

NFC Roll out Hanau



Targets

- Implement complete value chain (production, phone sales, p.t. ticket registration and usage)
- Add RMV ErlebnisCard as new function
- Involve further 3rd parties

Phones used: Nokia 3220 with smart NFC shell

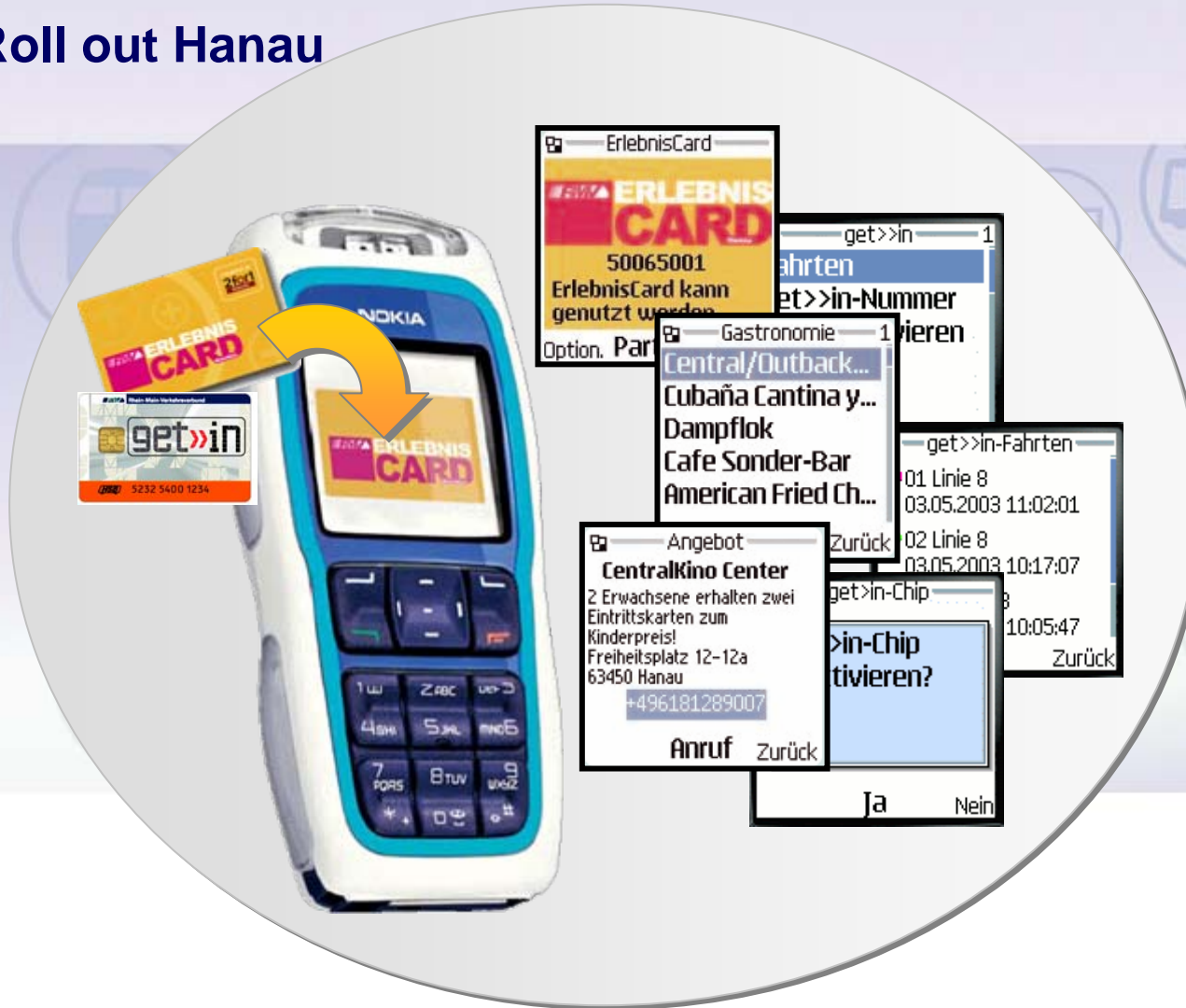
- Secure storage of tickets and user authentication
- Touch at reader to ride local bus network
- Use NFC phone as bonus card – RMV ErlebnisCard

History

- Start: April 2006, ongoing
- Participants: open to every body, 100 regional partners

Mobile Ticketing @ RMV

NFC Roll out Hanau



Mobile Ticketing @ RMV

RMV ErlebnisCard

EUR 29,- www.erlebniscard.de Guide 2006 Gültig: 01.01 - 31.12.2006 Ausgabe 1

ERLEBNIS CARD
RheinMain

in Kooperation mit:

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Entdecken Sie das gesamte Rhein-Main-Gebiet mit der RMV-ErlebnisCard 2007 +++ über 100 Partner +++ für nur EUR 29,90 **mehr**

Die ErlebnisCard

- News
- ErlebnisCard Info
- Teilnehmer**
- Bestellen
- Newsletter
- Partner werden

Meine RMV-ErlebnisCard

- Log in
- Neu anmelden

RheinMain entdecken

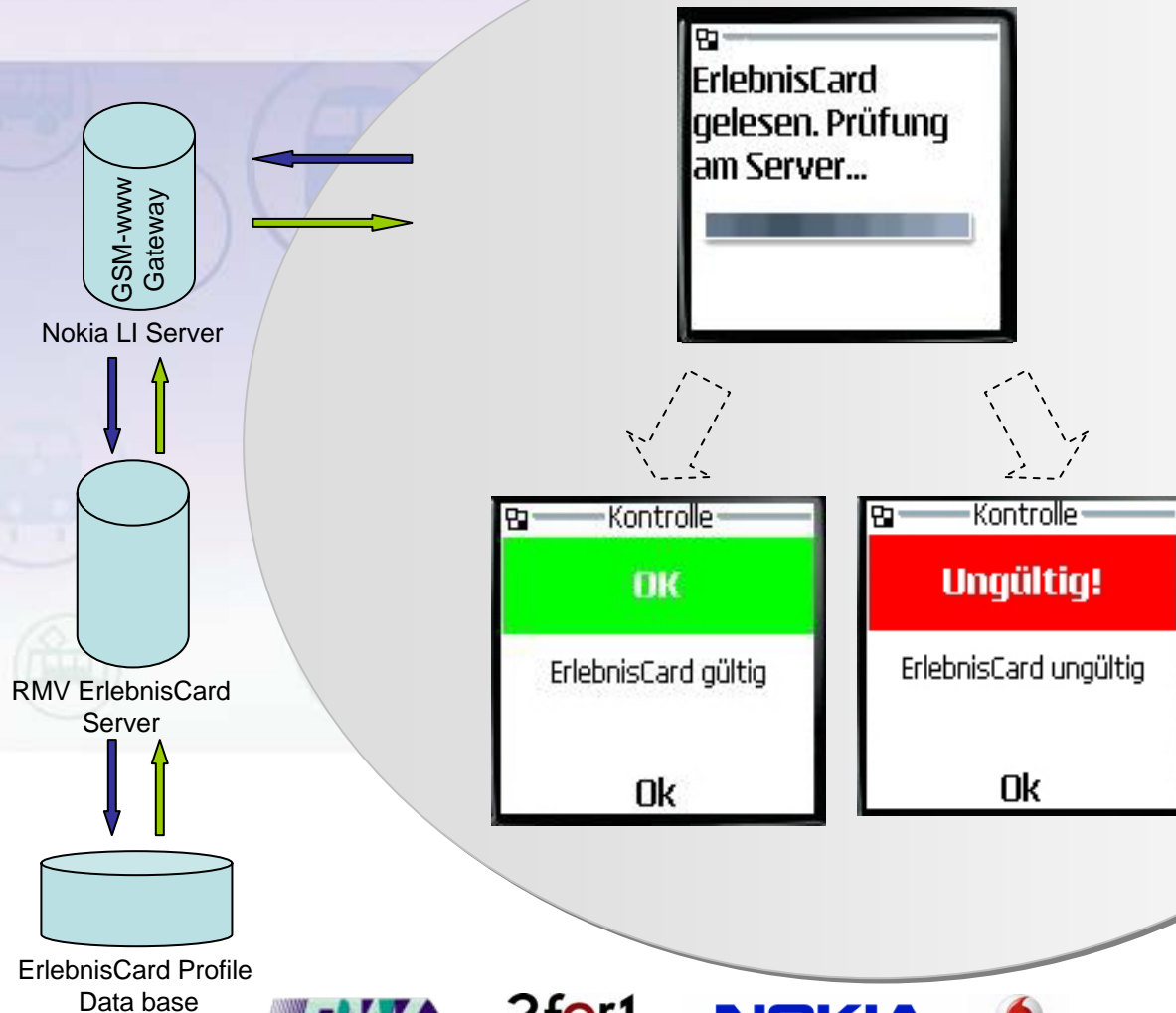
Burg Ronneburg	Burgmuseum	Ronneburg
Darmstadt Marketing GmbH	Stadtführung	Darmstadt
Frankfurt Tourismus+Congress GmbH	Stadtrundfahrt	Frankfurt
Kloster Eberbach	Klostermuseum	Eltville
Kristallhöhle Kubach	Kristallhöhle	Weilburg-Kubach
Lahntours	Paddeln auf der Lahn	
Mercure Hotel	Kletter	Wetzlar
Palmengarten		Frankfurt
		Rheingau
		Rheingau Schlagenbad
		Wiesbaden
		Wiesbaden
		Wiesbaden

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ERLEBNIS CARD
RheinMain

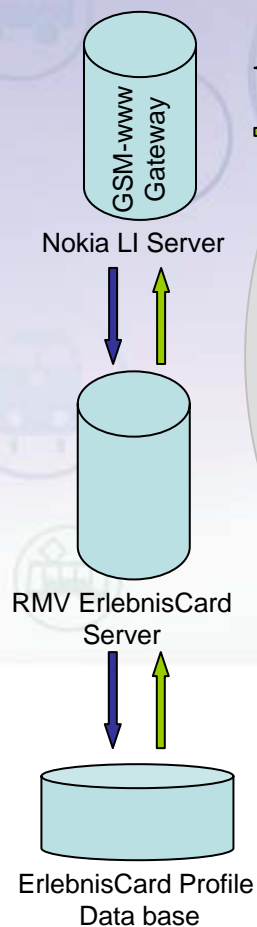
Mobile Ticketing @ RMV

RMV ErlebnisCard



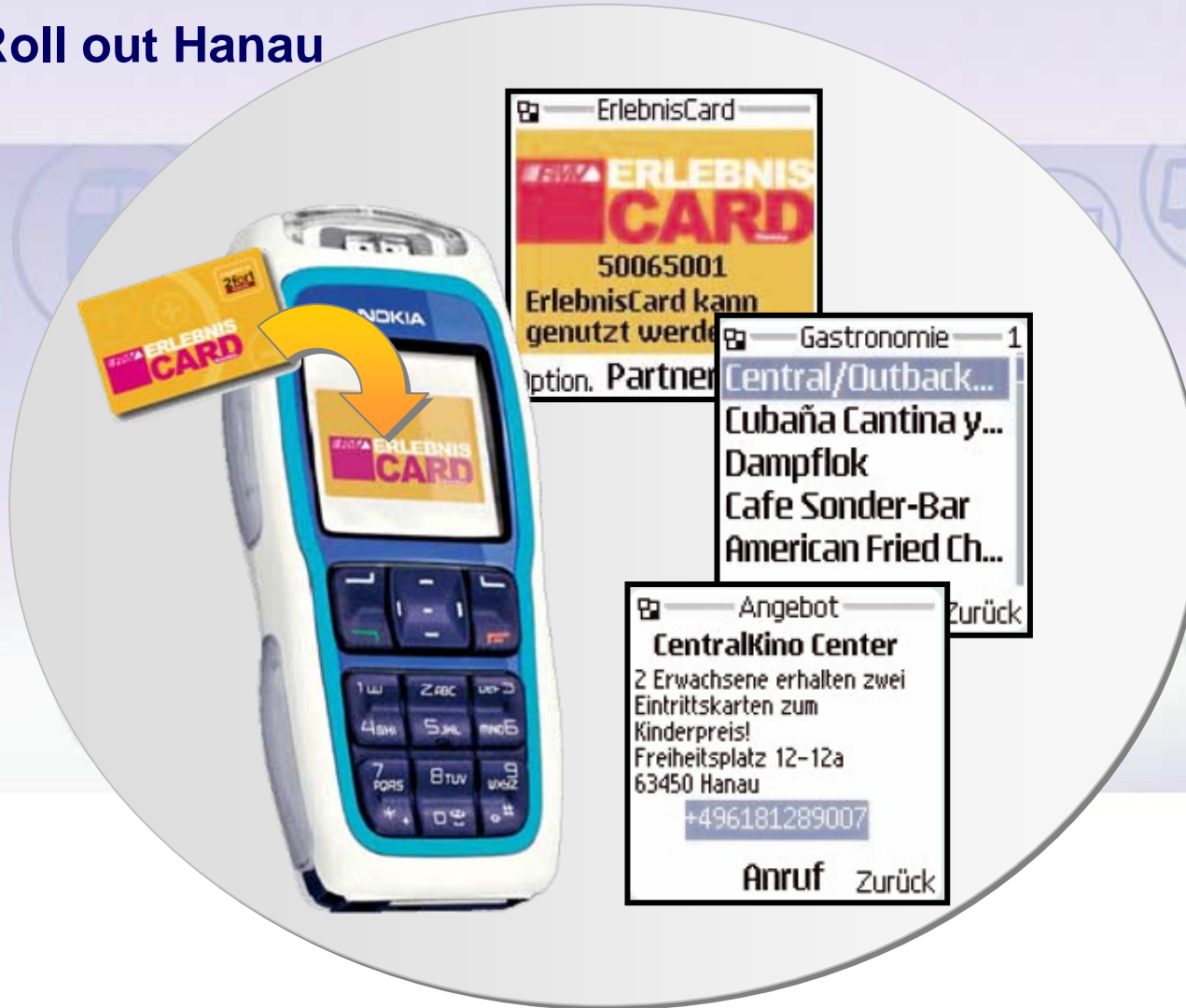
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RMV ErlebnisCard



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NFC Roll out Hanau



Mobile Ticketing @ RMV

Learning NFC Hanau

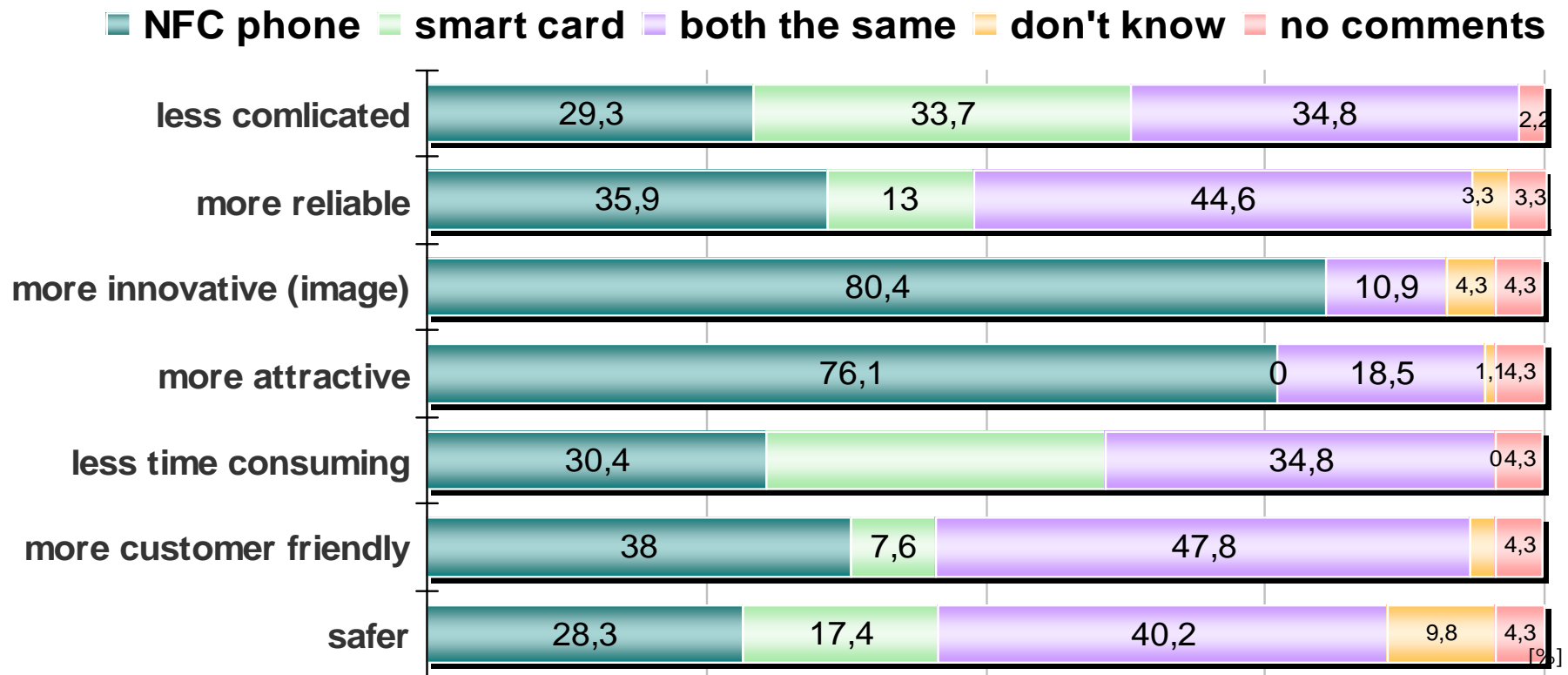


- The NFC Mobile Ticketing is described as "practical", "comfortable", "easy to use" as well as "fast & more trouble-free log-in/log-out".
- The high acceptance is expressed in the average total satisfaction score of 1.7 (on a 6 grade scale)!
- Users who used the smart card before the mobile phone will go for the phone in the future
- Activation of the phone for ticketing purposes is seen as complicated (50 % of the trial users felt uncomfortable with it)
- The phones "is still a phone" regardless of the function the same issues as with
 - Different phones for various target groups are needed
 - receiving phone calls while using the phone for ticketing is important to the customer

Mobile Ticketing @ RMV

Learning NFC Hanau

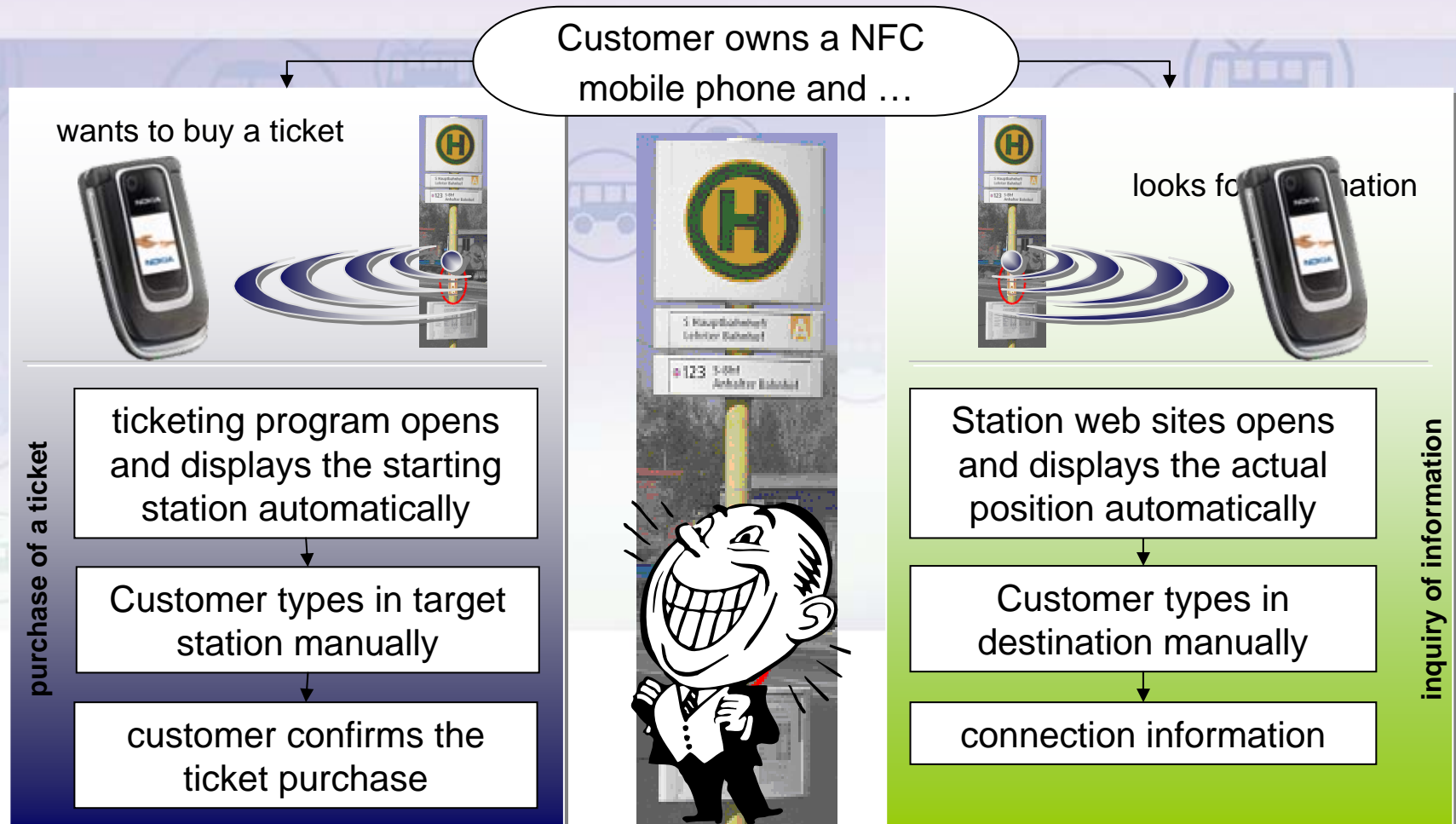
Comparison NFC phone and smart card (some details)



- The phone is seen as more innovative & attractive, The smart card is seen as more simple
- Overall, the NFC phone is seen as a more convenient media, since „it is always with you anyway”.

Mobile Ticketing @ RMV

RMV2go - JAVA/NFC Ticketing Evolution



RMV2go -JAVA/NFC Ticketing Evolution – Details 1



Mobile Ticketing @ RMV

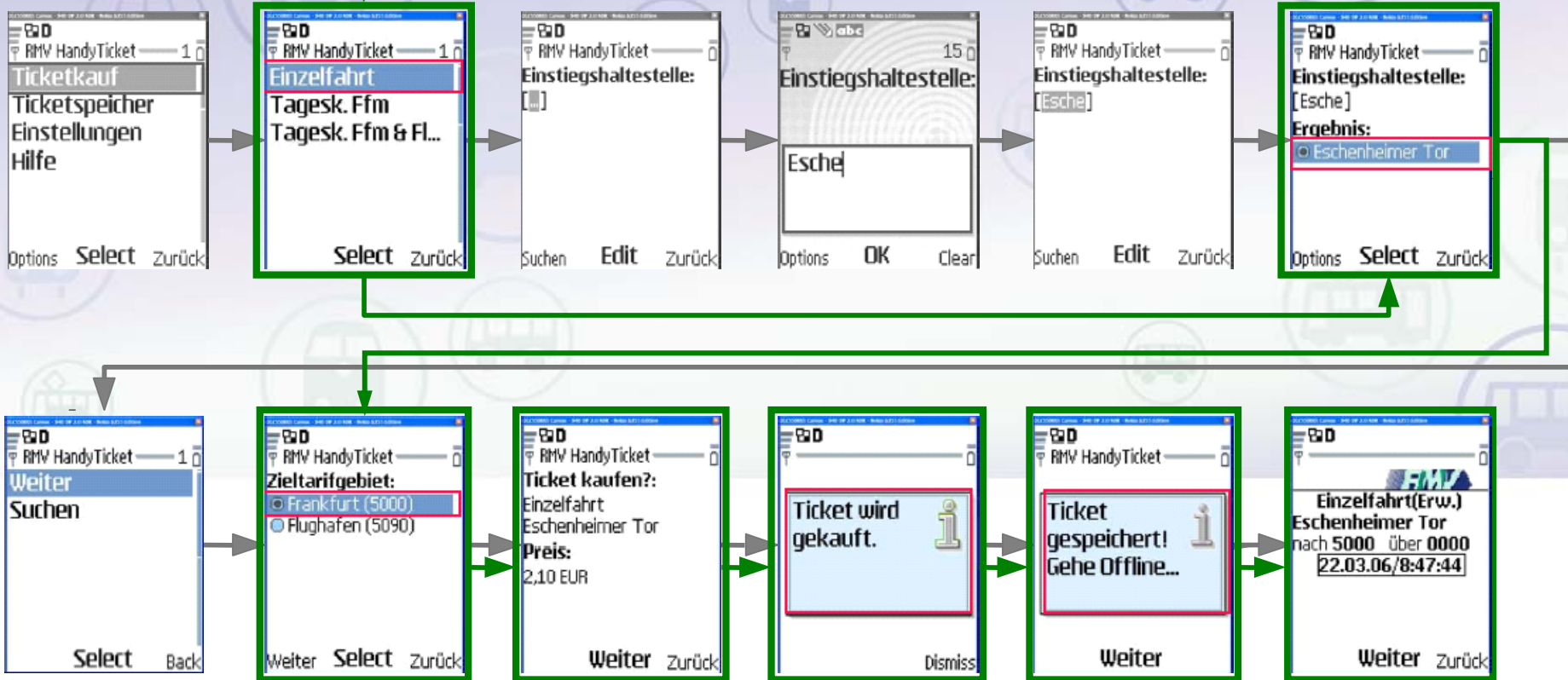
RMV2go - JAVA/NFC Ticketing Evolution – Details 2



Berühren des NFC-Tags und
Übernahme Haltestellenname

➔ Ticket purchase based on NFC/JAVA

➡ Ticket purchase based on JAVA



Mobile Ticketing @ RMV

RMV2go Vision: The RMV – Frankfurt RheinMain NFC-Environment

Tourism/Event

Payment

Information

Ticketing



Regional Application Management platform



more information @ www.rmv.de

Thank You!
Dankeschön!

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