



**SMART TRANSPORTATION
CARDS PAVE THE PATH
TO FRICTIONLESS
CITY FLOWS.**

TRANSPORTATION

CARDS THAT KEEP THE CITY RUNNING

As more cities are picking up digitization to keep up with the global transformation wave, new solutions that automate processes and enhance the infrastructure for public convenience are rising. People have gone mobile and so the need for secure authentication is fundamental. Service providers are expected to offer the latest technologies to align with the status quo.

Transport authorities have been quick to transition into this change with the complete integration of ID-card issuance systems. We've been there to help fuel the journey. With the rapid setup of smart card printing and management solutions, railway authorities have gained more traction over operations and navigate more secure grounds for seamless public flows.



The key to successful ticket fulfillment is in the quality of transport ID cards. They play a major role in frictionless access to service. ID cards also offer authorities crucial insight into what areas are working for the general public and which ones need further improvement.

Transport cards save more than just commute time.

ADVANCED IDENTIFICATION MAKES WAY TO BETTER SERVICE

Operators and travelers benefit from personalized identity cards to bridge the communication gap. For transport authorities, staff ID cards clearly define roles and responsibilities, access rights to facilities, group memberships, employee benefits, and attendance insights.



Customer ID cards help transportation managers validate individual rights to pass and receive the mobility service requested.

TRANSPORT SERVICE STAFF ID



CUSTOMER PUBLIC PASS ID



Operators with custom identity management solutions offer multiple card applications to secure reliable ticket issuance and other transportation convenient services for public passengers.

- Secure ID Cards
- Monitored Staff Attendance
- Bulk Ticket Issuance
- Build Membership Loyalty
- Increase Ticket Sales
- Manage Prepaid Cards
- Secure Access Control
- Track Card Usage

Verified ID card issuance unlocks numerous transportation benefits and identifies authorized administrative personnel for secure mobility management. Operators can also integrate recurring or one-time discount opportunities on transportation cards and nurture incremental reward systems to further boost ticket sales.

The future of mobility is in smart cards.

SMART COMMUTE BY TAP TO ACCESS

With the implementation of a centralized ticket issuance and ID card personalization system, transit authorities gain control over key ticket sales points and the identification verification process to authorize transportation access cards to the right people.

Smart tickets allow commuters frictionless transportation experiences by facilitating access to service through immediate ID verification and ticket printing. Smart cities are leading the way for advanced transport card solutions by integrating smart contactless printing technologies that protect passenger information, photos, and support contactless entry flows.

The latest in card printing technology has transformed the performance of transport cards applications by integrating advanced card features for contactless ticket purchase and tap to access public transportation that apply to all service verticals such as buses, metros, railways, taxis, trams, and others. Custom transportation cards for people with special needs such as handicap cases can be designed to permit assigned members into reserved areas and services.



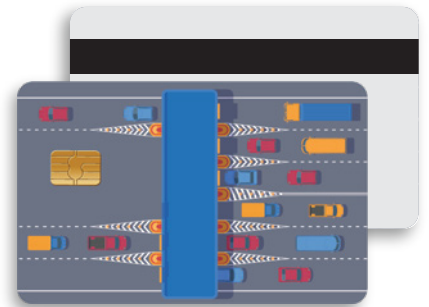
Cards are keys into smart city portals.

GET ON BOARD WITH CASHLESS TRANSIT EXPERIENCES

At a city level, operators implement multi-functional card management systems that process various ticket applications and membership tiers to suit consumer preferences. The system would need to seamlessly leverage on-demand ticket printing, fare payment collection, reward discount management, and card security.

E-payment cards are at the center of transportation with technology-enabled chips that secure card information and facilitate ticket purchases without compromise. By enabling multiple payment options, passengers are relieved of the risks of carrying cash.

- Toll Collection Cards
- Parking Payment Cards
- Prepaid Cards



Transportation authorities can experience almost immediate traffic and commute management resolutions by issuing prepaid toll collection cards. These payment cards not only provide commuters with easy access to public transport or parking services but also help authorities reduce operational costs and protect people against any possible security issues.

Operators are promoting the incorporation of cashless transactions for transportation:

- Easy to Revalue
- Payment Convenience
- Spending Accountability
- Prepaid Top-Up Options
- Discounts and Rewards



Smart e-payment cards carry a bundle of paybacks.

THE FUTURE OF PUBLIC TRANSPORT IS UNATTENDED

As specialists in ID issuance solutions, we've designed card printing management systems equipped with high-tech printers and technologies that range from plastic RFID cards, magnetic strips, to advanced smart cards. All our card issuance solutions are customizable for ID personalization and card branding.

Our lines of Heidi CP55 card printers play a central role in the high-volume production of encoded cards for effective identity management and verification solutions.

- Modular Innovative System
- High-tech Card Printing
- Compatible with Existing Systems
- ID Personalization Software
- Competitive Cost Per ID Card
- Suitable for All Markets



Heidi is built to serve agile transportation experiences and robust community security. This comprehensive solution drives accelerated growth in card sales and transport network expansion. Citizens are leading the way to smarter living and we are supporting our customers to speed up the journey to transportation transformation.

For more information, contact the team anytime: heidi@getgroup.com