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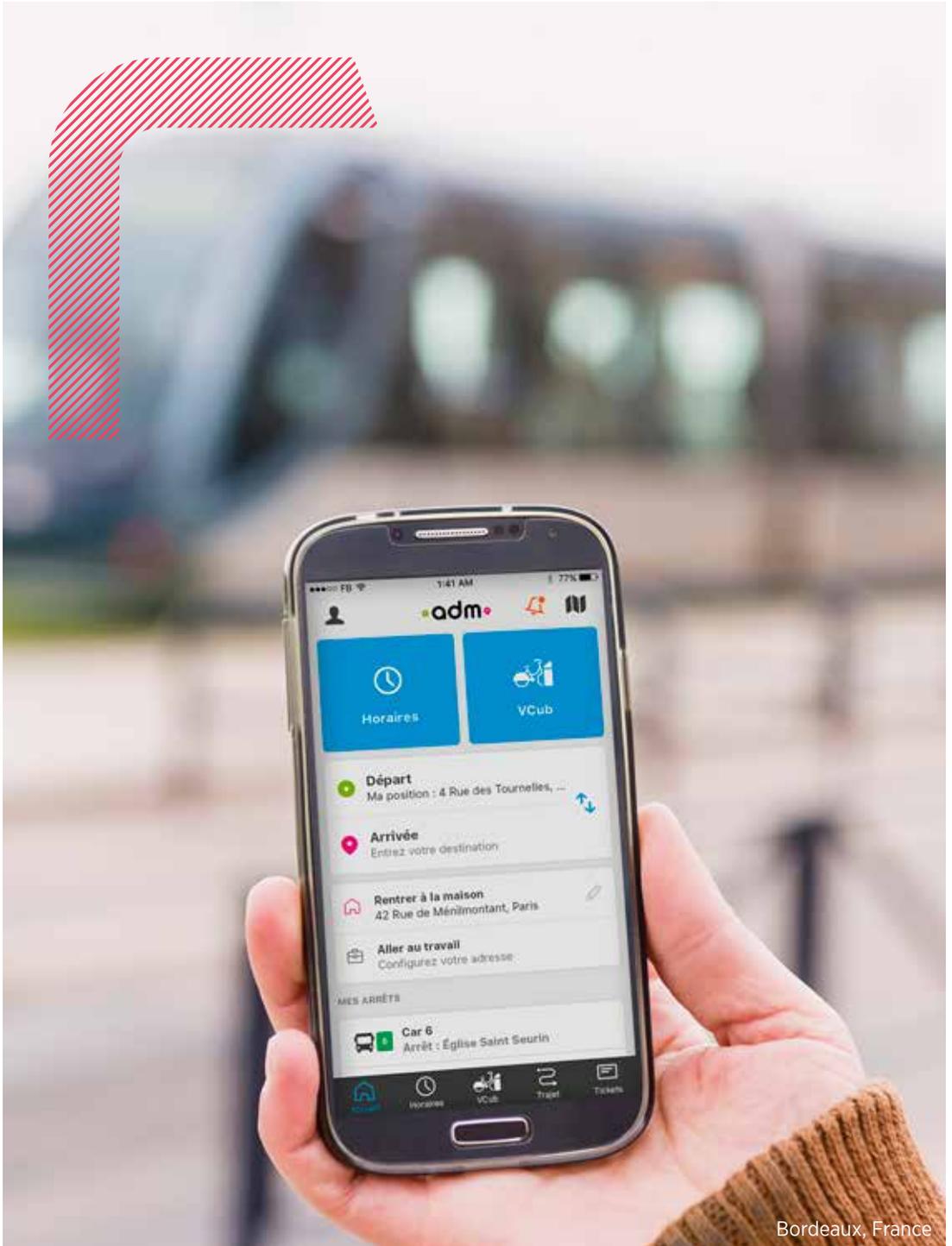
# A UNIQUE APP DESIGNED TO MAKE CITIES MORE MOBILE

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→ PLAN BOOK TICKET



keolis



# IMPROVING THE PASSENGER EXPERIENCE

Making passengers' lives easier is an ongoing challenge.

Digitalisation now allows us to develop new mobility services which simplify and customise passenger journeys.

With this in mind, Keolis and its digital subsidiary Kisio Digital have created a 3-in-1 solution for 100% smart mobility.

→ **65%**

of the French population owns a smartphone <sup>(1)</sup>.

→ **35 billion**

tickets will be available on mobile devices by 2019 <sup>(2)</sup>.

→ **31%**

of the French population is highly digitalised, and browse the net mainly using a mobile device (39% of the population is considered average users of smartphones) <sup>(3)</sup>.

## ONE APP: THREE FEATURES



**PLAN**

PLAN YOUR JOURNEY



**BOOK**

BUY YOUR TICKET



**TICKET**

VALIDATE YOUR TICKET

(1) "Baromètre Numérique" (Digital barometer) study - CRÉDOC - 2016.

(2) ABI Research - 2014.

(3) Keolis-Netexplo Digimobility Observatory - 2016.

# RETHINKING PASSENGER JOURNEYS

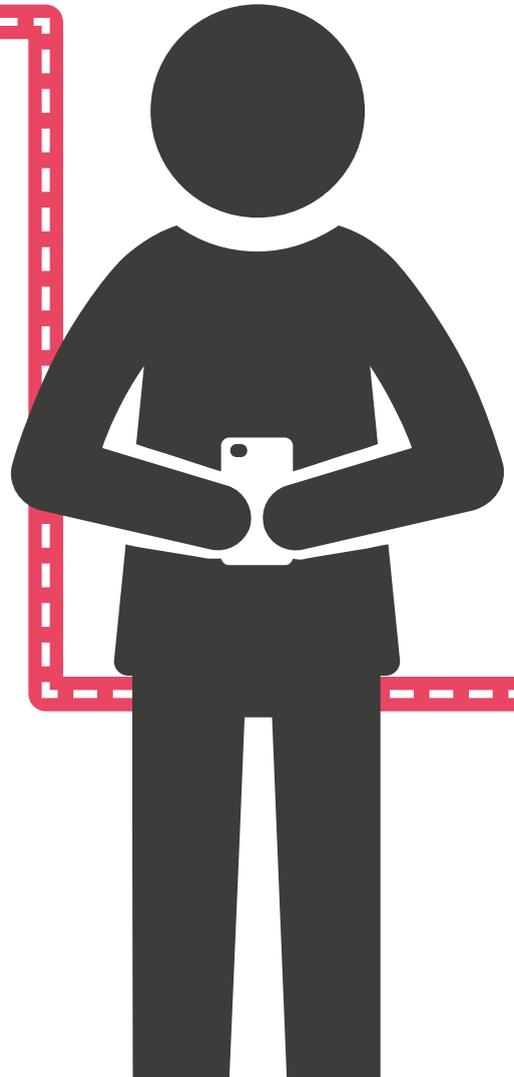
Plan Book Ticket: a mobile app designed to meet passengers' essential and everyday needs.



## PLAN

### GETTING INFORMATION TO HELP FIND YOUR WAY

The app is already available on a dozen French networks including Lille, Bordeaux, Montargis, Orléans, Brest, Amiens, Quimper, Châteauroux and Bayonne, and calculates passenger journeys based on all possible means of transport (bus, tram, coach, bicycle, walking), real-time information (times, traffic, alerts) and access to GPS tracking for nearby points of interest.





## BOOK

### BUY TICKETS ON YOUR SMARTPHONE

Access the secure online store and pay by card: this feature is already in place on the Orléans and Montargis networks.



## TICKET

### VALIDATE AND USE TICKETS ON YOUR SMARTPHONE

Obtain and validate an electronic ticket using your smartphone.

M-tickets come in various forms suited to the equipment on different networks such as a barcode that can be directly scanned on a validation terminal (Orléans), a dynamic colour code for quick and easy inspection (Montargis), or even NFC technology.

# MAJOR BENEFITS FOR PASSENGERS AND LOCAL COMMUNITIES



A single app for all passengers, that is with you for every step of the way. From planning your journey, to buying and validating your ticket.



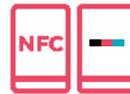
Dynamic customer relations thanks to a broad understanding of needs and uses in real-time.



Available on all iOS (Apple) or Android smartphones.



Two-dimensional barcodes using well-established technology.



Adapted to the equipment and technology already used by networks and passengers.



Ticket validation using equipment located on board or at pick-up points.



A dedicated app allowing ticket inspectors to easily check electronic tickets.

## DEPLOYMENT OF THE APP ACROSS ALL PUBLIC TRANSPORT NETWORKS

- > Designed to meet operating requirements for public transport networks
- > Applicable to all modes of transport (trams, buses, bike-share, car sharing, etc.)
- > No modifications for existing ticket validation systems
- > Compatible with all ticketing systems



## CONTACT

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For more information on  
Plan Book Ticket, go to  
[planbookticket.com](http://planbookticket.com)