

# Mobility Made Easy

Digital Solutions for Seamless Transportation

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# **Mobility Made Easy**

Digital Solutions for Seamless Transportation

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### **Operating System for Mobility**



### Passenger App

**Driver App** 



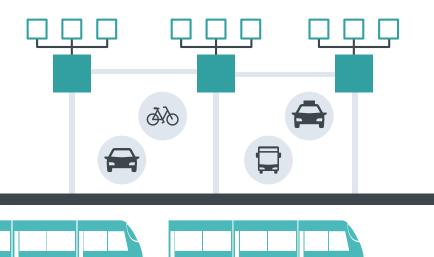
#### Control

**Holistic Applications** 



### **Feeder Systems**

DRT-Busses etc.



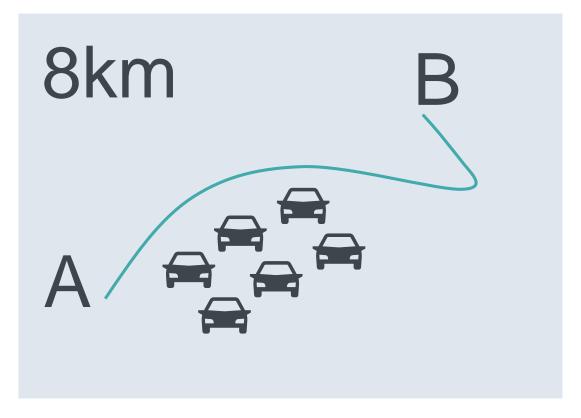
### Backbone

Rail Transit

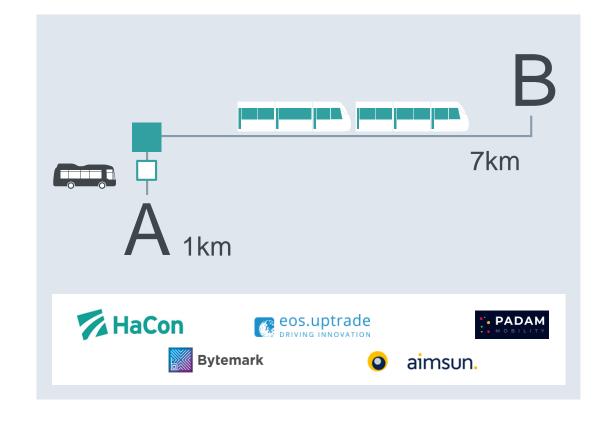
### **UBER and Siemens Mobility**



# What UBER provides



## What **SMO** offers



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### New business models like Mobility as a Service, are fed by the integration of as many transport options as possible



Public Transport



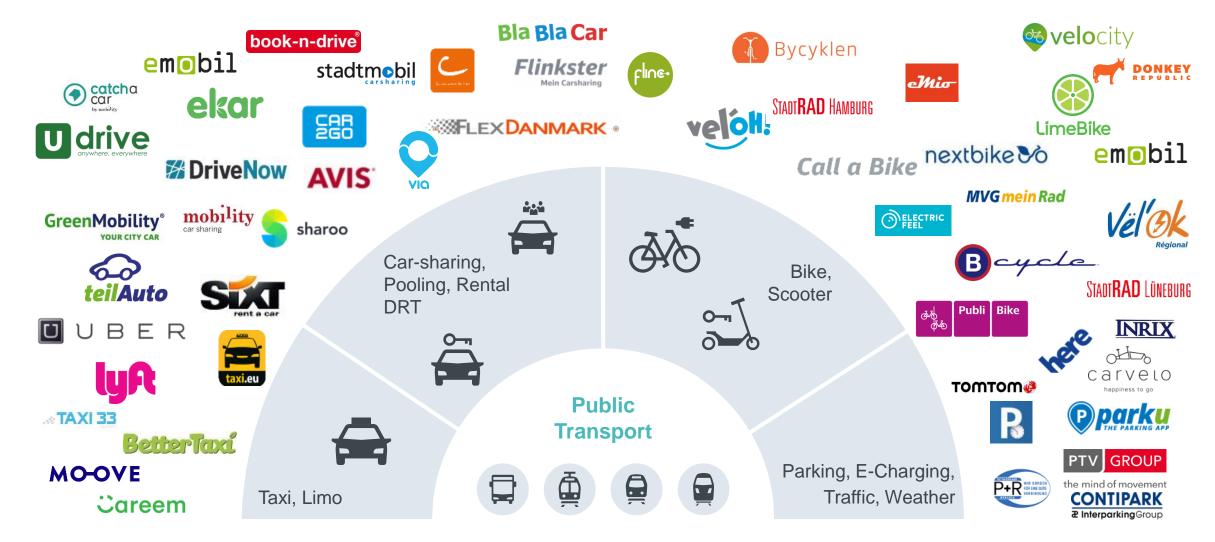
Scheduled

### Individual Transport



# We have already integrated more than 80 providers for all kinds of mobility services





### With easy access to flexible and reliable mobility services, intermodal travel can create an alternative to individual car usage



## One single app

















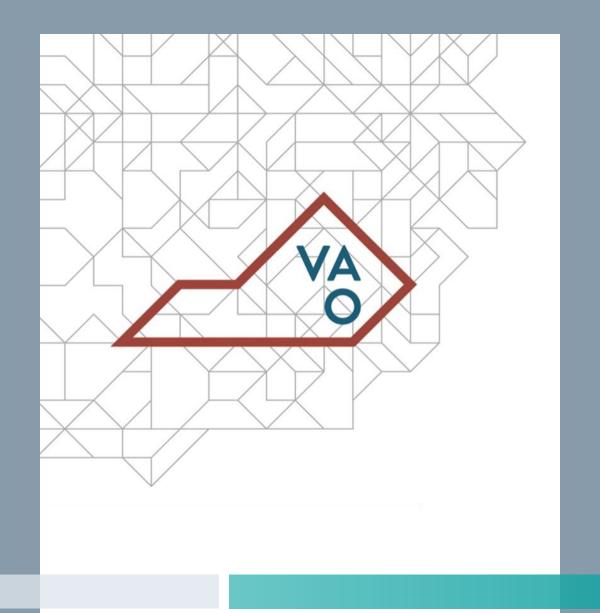








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### VAO

An intermodal, nationwide traffic information system

In real-time

# Verkehrsauskunft Österreich (VAO) is the official nationwide information for mobility in Austria



### **Owners VAO**



### Goals VAO

- Operator Routing
- Integration
- Freedom from discrimination
- Completeness
- Intermodality
- Quality



#### VAO -

### **Apps and Web Kit for Owners and Partners**

# SIEMENS Ingenuity for life

# Examples

















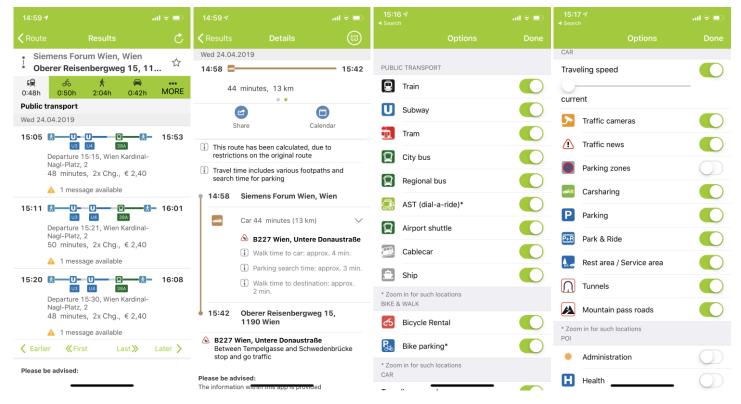
### VAO provides access to a comprehensive set of services



### Real-time Information

# For Private and Public Transport

- Timetables and Tariffs
- Road Network
- Dynamic Notifications:
   Roadworks, Traffic Situation
- Forecasts
- On-demand Services



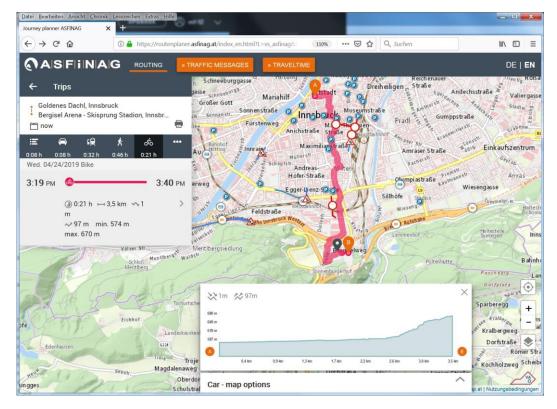


# Special content complements the VAO offering with value-add for tourism in Austria



### Points of Interest

- Cycling Infrastructure
- Bike Stands
- Rental Bikes
- Lay-bys/Service Stations
- Taxi Stands
- Addresses
- Short-term Parking Zones
- Carparks and P&R Facilities





#### How does VAO work?



Business Customer



White Label Solution, Web Frontend, APP, XML

Data Processing



Public Transport Router, Private Transport Router, Intermodal Interface

Suppliers (Data Import)



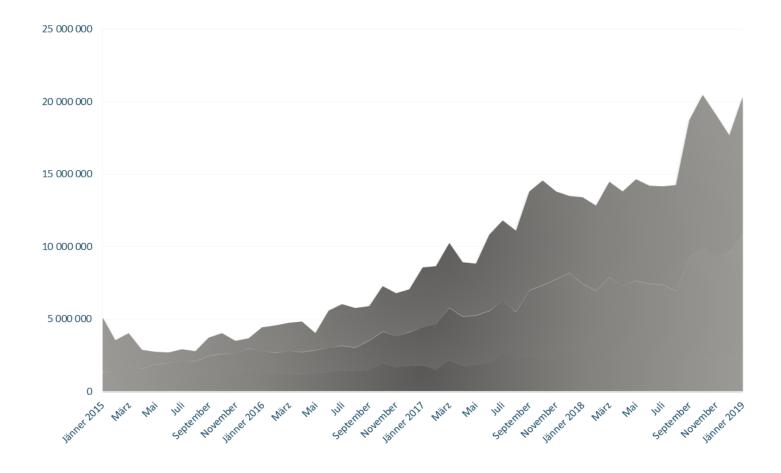
Public Transport Data, Route Network, Real-time/Target Data, Addresses



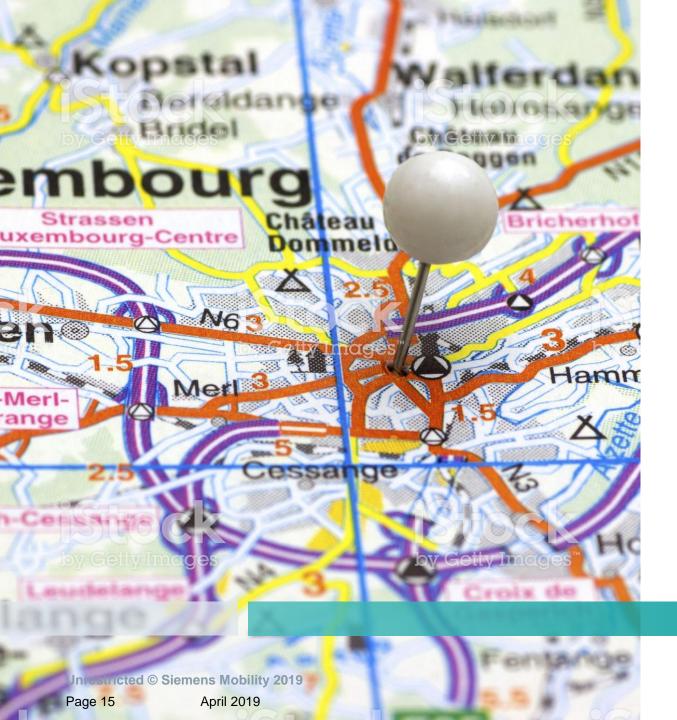
# VAO Statistics – January 2019



Number of Trip Requests



VERKEHRSAUSKUNFT ÖSTERREICH





# **Bye-bye Congestion!**

Hello Multimodal Travel!

Luxembourg













# Digital solution

for sustainable mobility nationwide

Forces Elèctriques d'Andorra







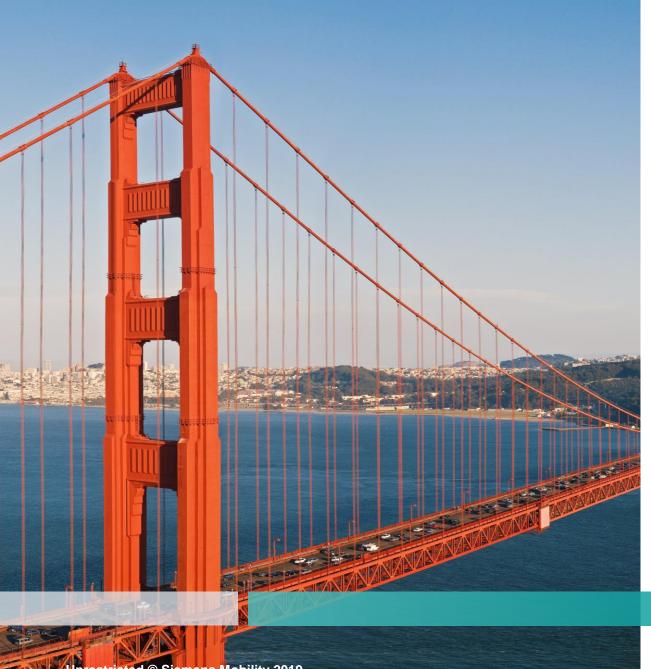
### First and last mile service

throughout the Greater Paris region

Starting Summer 2019





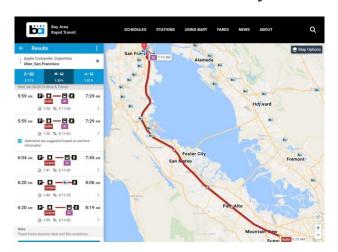




# HAFAS Trip Planner

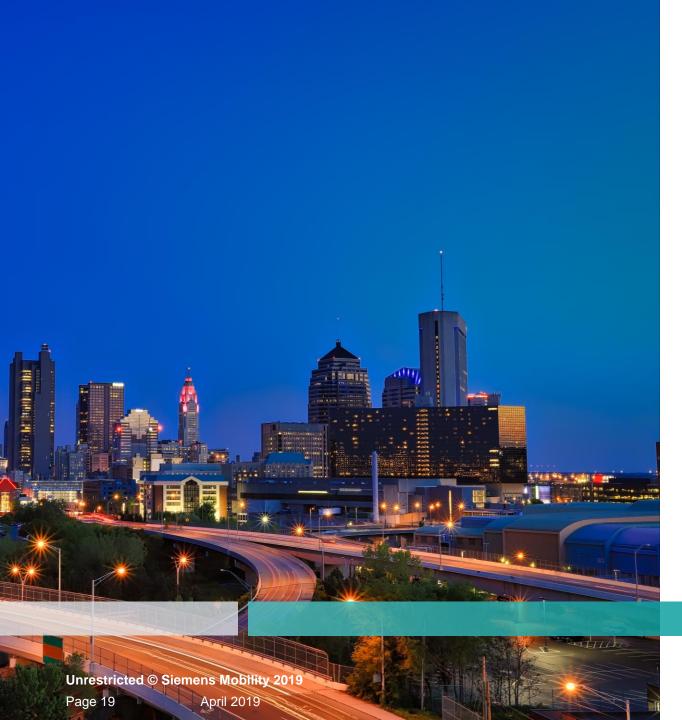
for the Bay Area

and the Silicon Valley











# **Smart Ticketing**

for a Smart City

For public and private modes



# Public transport remains to be the backbone for urban mobility – and it needs to be as easy to use as possible





Postpaid
Ticketing
Best Price
Option



- Fully automatic: Detection of check-in/check-out, selection of ticket
- No stop, maximum throughput: Fast boarding and exiting
- Direct communication between smartphone with beacon broadcast and backend system or via onboard unit (optional)



lardware



- Passengers actively set the start of their trip, automatic check-out and selection of ticket
- Direct communication between smartphone with beacon broadcast and backend system or via onboard unit (optional)



Hardware supported



- · Automatic selection of ticket: easy and without hassle
- Passengers keep level of control and gain trust into ticketing system
- Direct communication between smartphone and backend system



- Integration of XiXo SDK into existing apps optional
- Step-by-step shift of function within app



- Passengers select and buy the ticket for the journey they want to make requiring an understanding of the fare scheme
- Operators can reduce sales cost with need of paper tickets and ticket vending machines



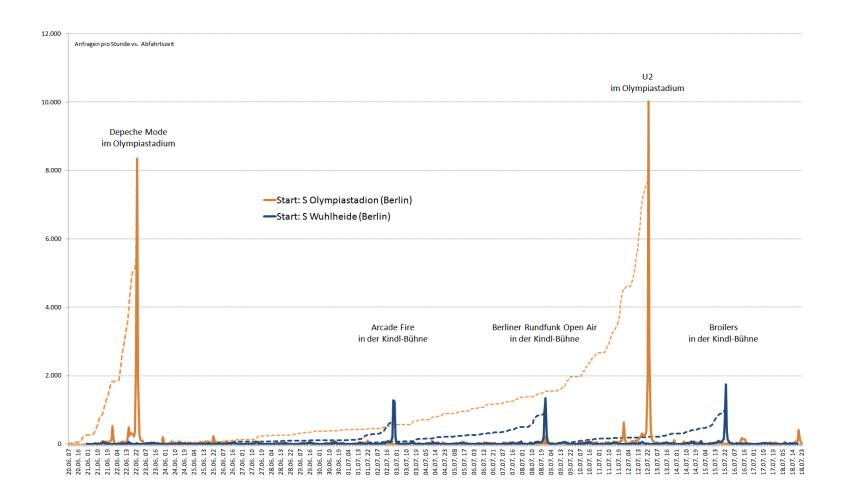


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### Big Data Analysis based on "digital trips"









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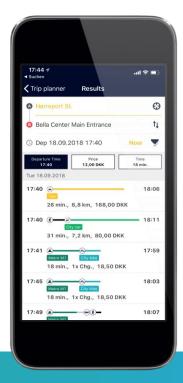




# Multimodal Trip Planning

and Booking

Denmark



















































































# Thank you

for your attention

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