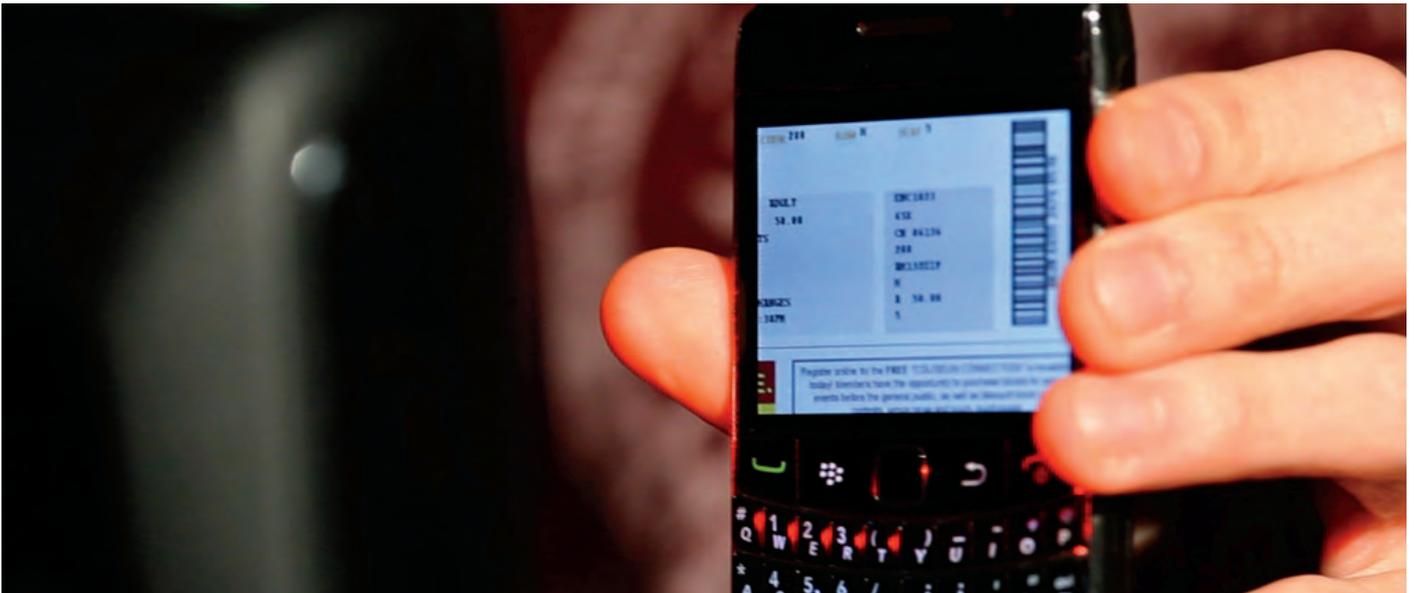




# CASHING IN ON THE MOBILE TICKET ADVANTAGE

## TRAVEL AND TRANSPORTATION



### THE MOBILE BAR CODE GIVES BIRTH TO THE TRULY PAPERLESS TICKET

Whether you are in the business of transporting people by air, rail, bus or ferry, your passengers all need one thing to start their journey — a ticket or a boarding pass. Until recently, the only way to issue tickets was to use paper. Even e-tickets sent via email required travelers to print out a physical ticket or boarding pass.

But today, a mobile ticket (m-ticket) can completely eliminate the need for paper, allowing mobile phone subscribers to store a mobile bar code on their phone that is the electronic equivalent of their ticket. No more paper tickets to track — or lose. No more panicking at the airport when a boarding pass is left on the printer at home or the office. Passengers simply display the mobile bar code on the screen of their mobile phone. And in a split second scan of that bar code, gate personnel can accurately capture ticket information and permit the traveler to board.

But is the world ready for mobile tickets? And how will your business benefit?

### MOBILE TICKETS SIMPLIFY TRAVEL FOR YOUR PASSENGERS

Every day, millions of mobile phone subscribers look for more ways to use their mobile phones to simplify their lives. New research reveals that your customers are ready to embrace the convenience that only a mobile version of a ticket can offer: tickets are always stored on the one device nearly every passenger carries at all times — a mobile phone. A survey in the UK reveals that nearly half of all consumers have already used a mobile ticket; 60 percent feel mobile tickets are more convenient than their paper counterparts; and an overwhelming majority — 81 percent — would prefer to receive that mobile ticket as a text message<sup>1</sup> instead of downloading a required application, a statistic that reveals that the market is ready for mobile ticketing.

## APPLICATION BRIEF

### CASHING IN ON THE MOBILE TICKET ADVANTAGE

## MOBILE TICKETS HELP REDUCE COSTS, IMPROVE SERVICE LEVELS, INCREASE REVENUE AND STRENGTHEN YOUR CUSTOMER RELATIONSHIPS

While mobile tickets make traveling simpler for your customers, they also help you reduce costs, increase revenue, better serve your customers and better protect the environment. Benefits include:

### Cost savings

Paperless bar coded mobile tickets eliminate the hard costs associated with printing tickets and the soft costs associated with handling paper tickets. The International Air Transport Association (IATA) states that paperless tickets save an average of \$9 USD per ticket, saving the industry \$3 billion per year. And bar coded boarding passes further automate the boarding process, reducing the need for physical check-in areas and airport staff, providing an additional \$1.5 billion in annual savings.<sup>2</sup>

### Value added services that strengthen customer relationships and your brand

Once your customer has purchased a paperless ticket, you have established a direct real-time link with their most personal device — their mobile phone. You can use that link to offer your travelers additional value add services that increase the value of your brand. For example, your customers can opt to receive a text message when the gate number is assigned, or if there is any change to the departure time or departing gate.

### Less waste

Until the creation of the paperless ticket, in the US alone, as many as 285 million paper tickets<sup>3</sup> were printed, requiring a tremendous amount of energy to recycle. And tickets that include magnetic stripes cannot be recycled, creating permanent waste. Since mobile tickets do not generate any waste, they are good for the environment, helping your business to further its green initiatives.

### Reduced wait time in boarding lines for your passengers

Since the mobile bar code completely automates the boarding process, passengers with mobile bar code-based m-tickets are completely processed in the split second it takes to scan the bar code on the mobile phone screen. As a result, everyone in line can be processed quickly — no need for employees to stop to examine tickets to determine if the passenger is boarding the right plane, bus or train at the right time.

### Increased revenue through last minute sales

Once you have established the mobile phone as an acceptable means for communicating with your customers, you can give your customers a chance to opt-in to receive 'last minute deep discount' travel offers to help sell available seats as departure dates draw nearer. Since the promotion always reaches customers who are interested in the offers, the chances of incenting last minute sales increases.



## HOW BIG IS THE OPPORTUNITY?

Every mobile ticket you issue will save your business money, improve the level of your customer service and reduce recyclable as well as permanent waste — and provide a valuable new highly personal marketing avenue to help increase sales. And according to a new report from Juniper Research, you will have many opportunities to do so.

The report predicts that one in every 10 mobile subscribers will use mobile ticketing services in 2014, a five-fold growth in just five years.<sup>2</sup> With five billion+ mobile subscribers expected at the end of 2010<sup>4</sup>, that translates into a very conservative 500 million mobile tickets.

## ENABLING MOBILE TICKETS AT YOUR BOARDING POINTS

In order to launch successful mobile ticketing initiatives, you need to not only issue the bar coded mobile tickets, but also scan the mobile bar codes that are displayed on your customers' mobile phones. And with Motorola's mobile bar code-enabled scanner family, you can.

While traditional bar code scanners are designed to read bar codes on paper labels, our family of mobile bar code-enabled scanners allows you to successfully scan bar codes on paper labels as well as those displayed on the highly reflective surface of a mobile phone or computer screen. And whether you have hundreds or thousands of daily passengers with individual tickets or monthly passes, there is a scanner that will meet your needs and budget. Our scanners offer:

- The superior scanning technology that makes Motorola the leader in the bar code industry: high performance 'scan and go' simplicity on any bar code — even damaged and poorly printed bar codes — without aligning the bar code and scanner window.
- The built-in durability to handle the bumps and spills associated with everyday all day use.
- Remote management tools combine with industry leading all-inclusive affordable service plans to ensure maximum uptime and a very low total cost of ownership (TCO).

## THE MOTOROLA MOBILE BAR CODE-ENABLED SCANNER PORTFOLIO

Get the performance, reliability, manageability and uptime you need at your boarding points with our mobile bar code-enabled scanners. You can count on: the blazing speed typical of 1D laser scanners on both 1D and 2D bar codes; point-and-shoot simplicity, so your workers never need to take time to align the scanner with a bar code; and successful first time scanning of all bar codes — regardless of whether they are displayed on a mobile phone or computer screen, or are on a damaged or dirty paper label. And with highly intuitive operation, the need for training is virtually eliminated — workers are up and running in minutes.



### **DS4208** **GENERAL PURPOSE HANDHELD 2D IMAGER** 1D/2D

This general purpose corded, handheld imager provides advanced lightweight ergonomics for all day scanning comfort.



### **DS457** **FIXED MOUNT 2D IMAGER** 1D/2D

Easily handle high volumes of passengers at your boarding gate with the DS457. With this high-performance hands-free scanner, there is never a need to pause between scans — the DS457 can capture bar codes as fast as they are presented. And at just 1.15 in. x 2.3 in. x 2.44 in. (29.2 cm x 58.4 cm x 62.0 cm), the tiny device easily fits in any boarding gate.



### **DS6878** **GENERAL PURPOSE CORDLESS BLUETOOTH®** **HANDHELD 2D IMAGER** 1D/2D/SIGNATURE CAPTURE/ OPTIONAL OCR AND MICR

Wireless freedom enables bar code scanning as far as 300 ft./100 m away from the host device for maximum scanning flexibility. Comprehensive data options allow your workers to scan virtually any bar code.



### **DS9208** **HANDS-FREE PRESENTATION IMAGER** 1D/2D/MULTI-CODE AND PICKLIST MODES

The DS9208 offers a 'go anywhere' sleek and contemporary design that is ideal in design conscious environments. Limited counter space? No problem. With the most compact footprint in its class, the DS9208 can fit in the smallest spaces. Need scanning flexibility? The device can be used in hands-free as well as handheld mode.



### **DS9808** **NEXT-GENERATION HYBRID** **PRESENTATION IMAGER** 1D/2D/IMAGE AND SIGNATURE CAPTURE/ OCR/MICR/OPTIONAL RFID

The groundbreaking design of the DS9808 delivers a new level of versatility, functionality and performance. This one-of-a-kind hybrid scanner marries a solid base with advanced handheld ergonomics for flexible handheld and hands-free operation. And whether you need to scan near or far, two models meet your needs. The standard range (SR) model can scan up to 10.5 in./26.7 cm away, while a long range (LR) model can scan nearly twice the distance — up to 18 in./45.7 cm away.



Make sure your operations are ready for the mobile ticket revolution. For more information, please visit us on the Web at [www.motorolasolutions.com/mobilebarcodes](http://www.motorolasolutions.com/mobilebarcodes) or access our global contact directory at [www.motorola.com/enterprise/contactus](http://www.motorola.com/enterprise/contactus)

1. 60% of consumers believe mobile tickets are more convenient and easier to use; UK survey highlights consumer demand for mobile tickets; mBlox Press Announcement; 02/16/10; [http://www.mblox.com/news/press-announcements/press\\_release.php?press\\_id=105](http://www.mblox.com/news/press-announcements/press_release.php?press_id=105)
2. Mobile Commerce Strategies: Payments, Ticketing, Coupons & Banking 2010-2014; Juniper Research; 2010
3. IATA Fact Sheet: Electronic Ticketing (ET); [http://www.iata.org/pressroom/facts\\_figures/fact\\_sheets/Pages/et.aspx](http://www.iata.org/pressroom/facts_figures/fact_sheets/Pages/et.aspx)
4. Global mobile statistics 2010: all quality mobile marketing research, mobile Web stats, subscribers, ad revenue, usage, trends; 10/2010; MobiThinking; <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>