

Press Release

# UNWIRE PRESENTS LEADING MOBILE TICKET SOLUTIONS AT IT TRANS 2012

*Copenhagen, 1 February 2012:*

**From February 15th–17th Unwire, Europe's leading provider of mobile ticket solutions, is attending IT Trans in Karlsruhe to present their leading mobile ticket solutions to organizations within the public transportation sector.**

– Unwire is experiencing an increased interest in our mobile ticket solutions from train and bus operators across the world. Our mobile platform provides transportation organizations the opportunity to offer passengers an easy and flexible mobile alternative to the traditional paper ticket that we've known for the past 100 years. Whether by a text message, mobile web or an app the whole process of ordering, payment, ticket delivery and validation now only requires a mobile phone, says Peter Bredgaard, CSO of Unwire.

Unwire will be available at booth: F9, and will also be speaking at the Market Update 11 on Friday the 17th of February. The presentation will focus on the following three aspects of the mobile ticket solution:

## **1. Ordering**

Experience how passengers and transportation companies can easily handle ticket bookings through text messaging, mobile web or smart phone apps.

## **2. Payment**

See how passengers and transportation companies can handle payments by text messaging, credit card, PayPal, etc.

## **3. Validation**

View a demonstration of how transport companies easily and safely can validate mobile tickets through visual inspection, mobile browser or an automated scanning.

## **Tens of thousands of users**

Already in use today, tens of thousands of commuters in Copenhagen and Stockholm benefit from Unwire's mobile ticketing solutions for trains, buses and metros. You order and pay for the tickets with a simple text message or credit card.

In Denmark, Arriva recently invested in Unwire's mobile ticket solutions and DSB, DSB S-Train, Movia and the Metro Company have for several years offered passengers mobile tickets based on the Unwire mobile ticket

platform. In 2010 an even more advanced solution, offering a complete mobile web solution including credit card payment, pre-booking of tickets and a quick search of destinations was introduced in the greater Copenhagen area. In 2012 the solution is extended with an equivalent App.

In Stockholm, Storstockholms Lokaltrafik sells 30.000-50.000 mobile tickets every day for buses, trains and the metro, using the Unwire mobile ticket platform for payment, ticket delivery and validation.

– We see a great interest in our solutions from the international public transportation agencies. Many are keen to leverage the experiences of mobile ticket solutions that we've successfully implemented and developed in the entire Nordic region over the past years. Both our text message solutions and the advanced mobile web platforms for smart phones are the focus of attention, says Peter Bredgaard.

Unwire's mobile ticket platform handles all aspects of ticketing, access pass purchasing and delivery through mobile phones. This includes ordering tickets, payment, customer support features, detailed logging, product administration, statistics, ticket validation and more. Today, major PTC's like Arriva, DSB and Storstockholm Lokaltrafik (SL) are all among Unwire's customers.

**Visit Unwire at IT Trans at booth: F9 or attend the Market Update 11 on Friday the 17th of February at 11.30**

**Contact:**

Stine Bossen, Marketing Manager, Unwire

T:+45 2372 8473

E: [sb@unwire.com](mailto:sb@unwire.com)

**About Unwire**

Unwire enables companies exploit the business opportunities in today's mobile market. Unwire was founded in 1999 and has since the start focused on mobile solutions, which makes Unwire one of the most experienced companies in the industry. Unwire offers innovative mobile technology solutions, which work across networks, different mobile handsets, payment channels and national borders. Unwire employs more than 100 skilled specialists of which 75 are based in Copenhagen, Denmark. Unwire is represented in USA, Germany, Finland, Norway, Sweden and Denmark. Unwire is owned by the Investment fund Maj Invest.

**For more information please visit [www.unwire.com](http://www.unwire.com).**