

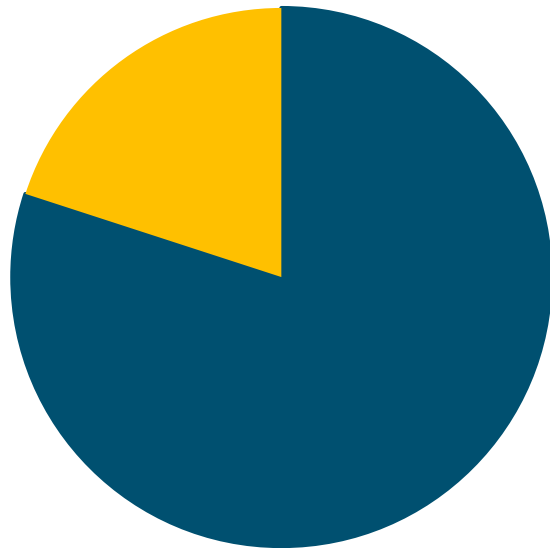


# Accelerating Ticket Inspection and Enabling Smarter Products with Motics

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Managing Director

# About German Public Transport

PT Customer



- Subscription Tickets (e. g. D-Ticket)
- Occasional customers

**2024**

**Fare revenue: 18.1 billion Euro**

**Ridership: 9.9 billion**

**Ticket inspection**

**Mobile ticket inspectors**

**Inspection terminals on the bus**

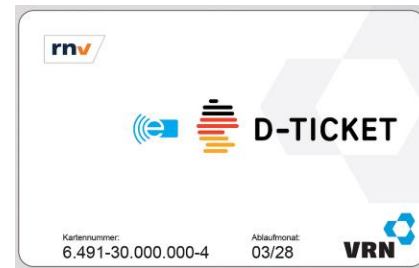
**No gates**

# Distribution of D-Tickets per media

nearly **15 million** D-Tickets

Distribution by media

**50 % / 50 %**



**Copy protection integrated =  
each ticket is unique**



**No copy protection =  
Must be verified during  
inspection  
by comparison with ID  
medium.**

# What does copy protection mean for barcodes overall?



**Motics is our solution for copy protection and means:**

- » Linking the ticket to the mobile phone
- » Preventing copies by using a timestamp

**Fraud protection**

- » Speeding up the inspection

**Efficiency**

# Speeds up the inspection – Results of our field trials

## Ticket inspection with Motics

Address, establish inspection situation, scan, complete electronic control.

12 sec



20 sec

## ID check

Approach, establish a check situation, manual visual inspection, conclusion of the check

- 62%

# Barcode inspection with Motics

## Ticket inspection

Address, establish inspection situation, scan, complete electronic control.

12 sec



- 62 %

# And then we had another idea...



**What would happen if Motics was integrated directly into Google Wallet?**

**The ability to link ticket security with wallet functionality and offer ticket purchases via a simple webshop...**

# Not every passenger needs a D-Ticket!





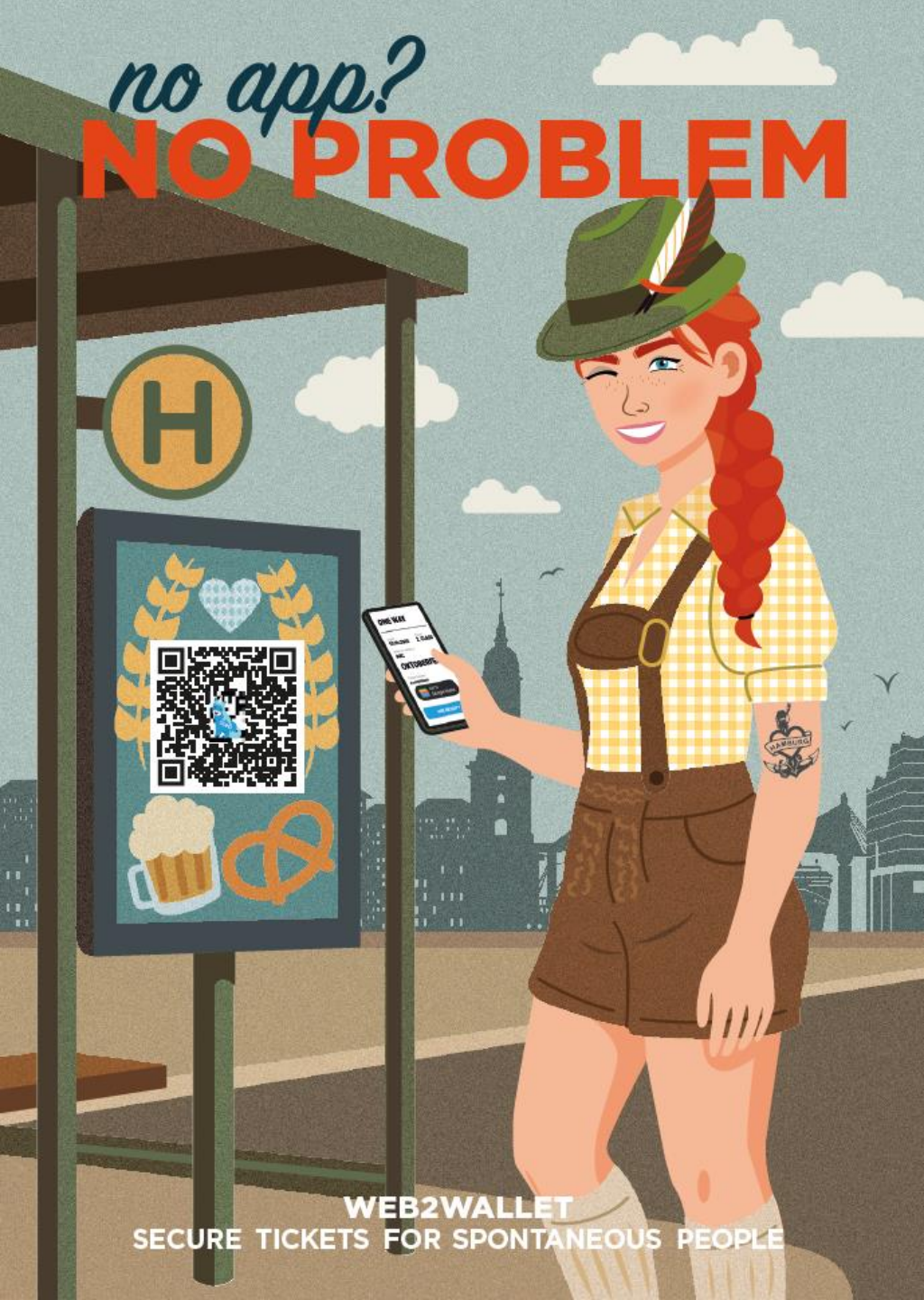
# Our challenge

Are you a tourist or do you not require a subscription ticket?

You don't want to install a new app?

Then this this your way to get the right ticket.

*no app?*  
**NO PROBLEM**



## Our solution

1. Scan a barcode
2. Choose your ticket
3. Choose your payment provider
4. Save ticket with copy protection in wallet

# What is Web2Wallet

- » Combines the purchase of mobile tickets with secure download to the wallet
- » No account, no login and no app download required.
- » Designed for occasional users and tourists who are unfamiliar with local public transport tariffs.
- » Streamlined process – purchase and save tickets in just four clicks.

And we had a fun idea: Let's test Web2Wallet during Oktoberfest 😊

# clicked is!

## Your day ticket for bus & train

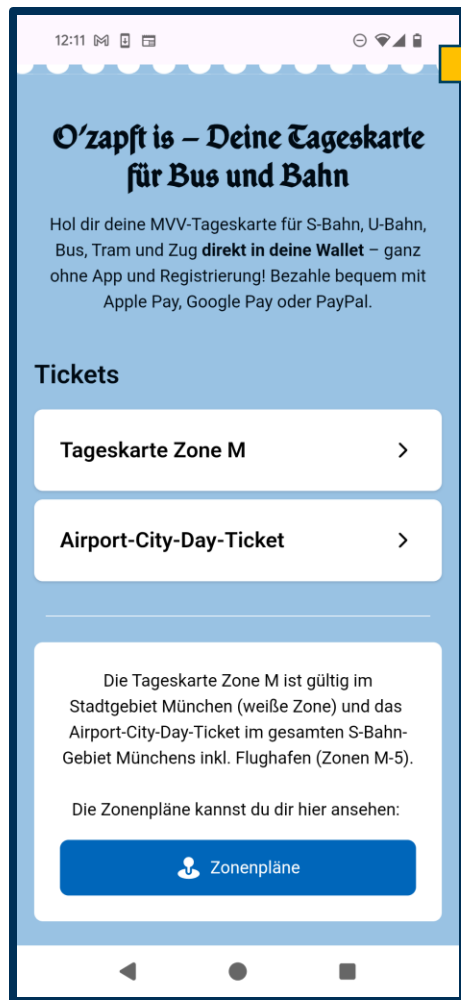
Discover now Munich's biggest ride  
with just one click.



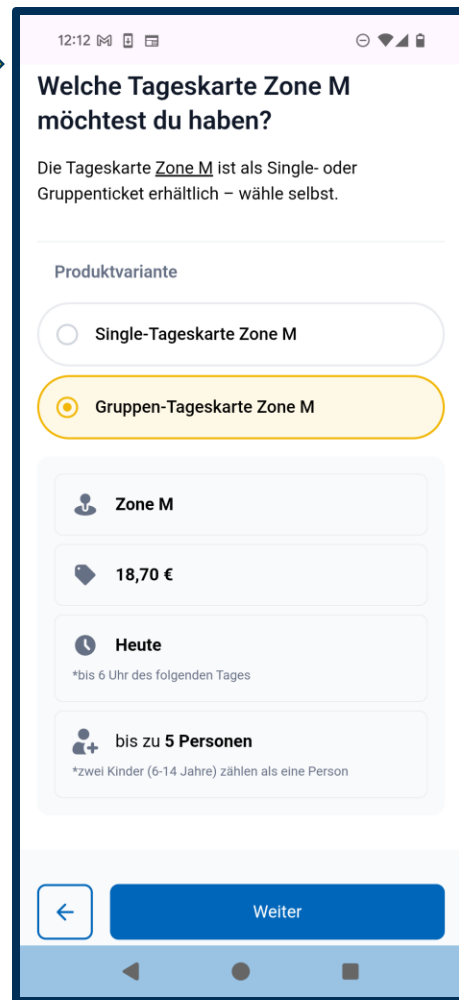
**Buy ticket now >**

# Four steps after the barcode scan

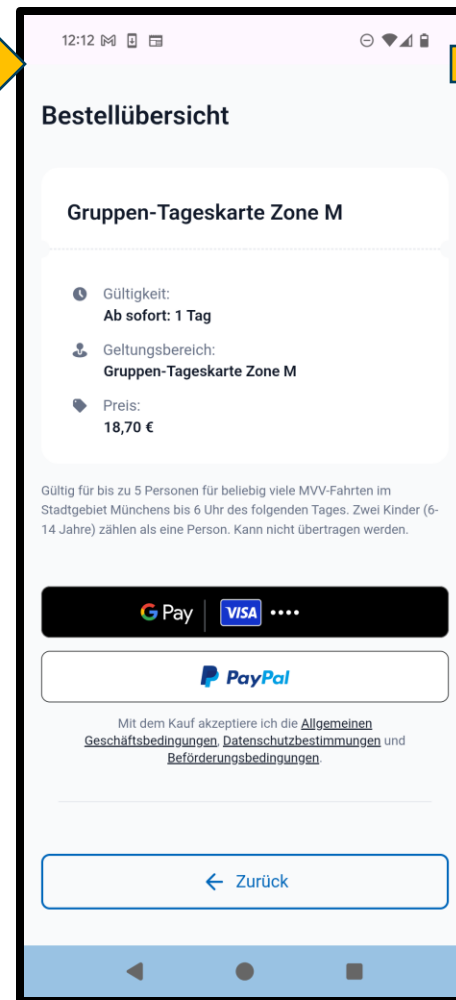
Choose your ticket



Select single or group



Choose payment



Save to wallet



# Some features we tested

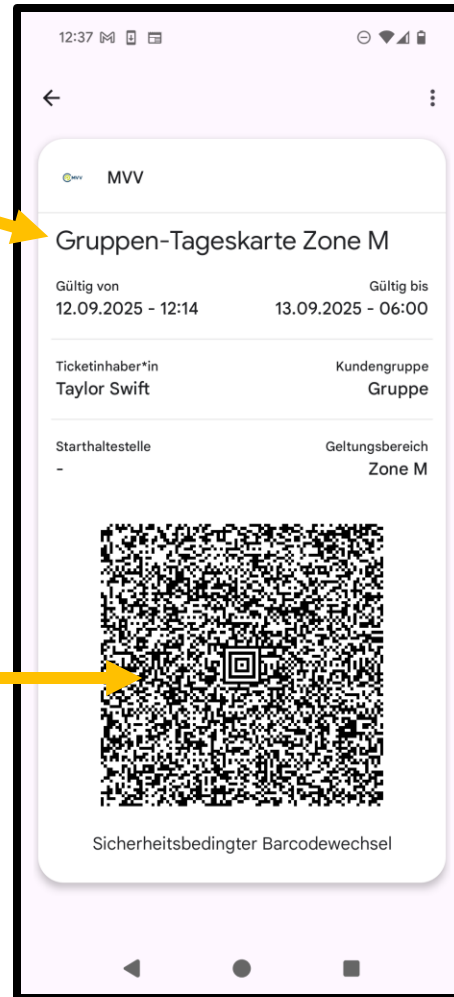
## Tariff

Customers with higher willingness to pay and no knowledge of the tariffs

## Ticket security and inspection speed

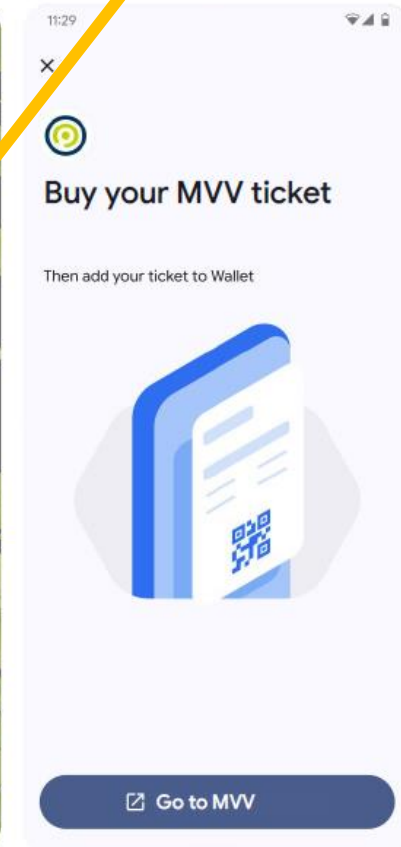
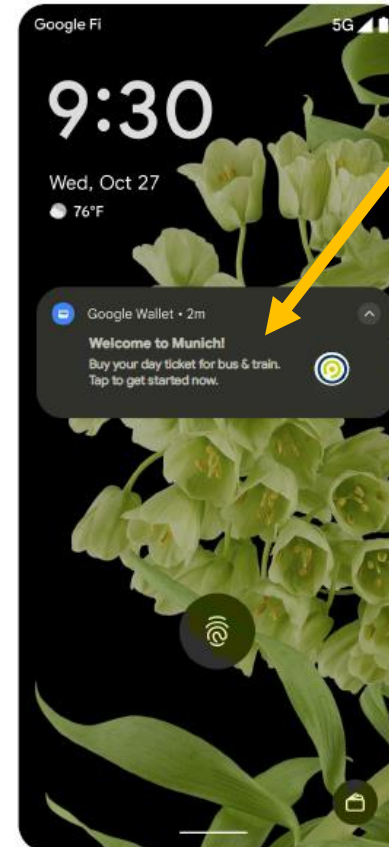
Dynamic barcode with copy protection.  
(Android / Google Wallet)

Classic barcode for iOS



## Marketing

First the time in Europe:  
„On arrival pushes“ with Google Wallet



# Market research accompanying the Oktoberfest

## Where do you come from?

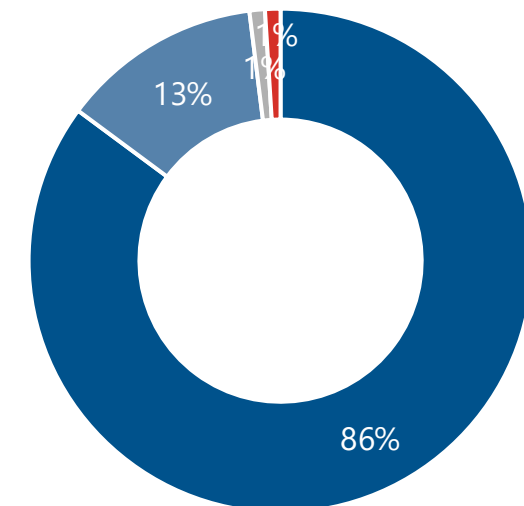


## Would you buy another ticket via Web2Wallet?



All goals achieved!

Future use **98%**



## How would you have bought a ticket without Web2Wallet?



- Most likely
- Probably
- possible
- probably not
- very unlikely



# VDV eTicket Service & Smart Ticketing Alliance booth C26

VDV eTicket Service

Nils Zeino-Mahmalat

VDV-ETS CEO and STA Vice Chair

[www.smart-ticketing.org](http://www.smart-ticketing.org)

[www.eticket-deutschland.de](http://www.eticket-deutschland.de)