



TICKETING USING MOBILE PHONES

Executive Summary

Mobile phones are everywhere, it's a fact and like it or not they're here to stay. The use of mobile phones is now so widespread it's hard to imagine (or remember) a time when they just weren't there. Of course mobile phones aren't just used for making calls anymore; you can do any number of other activities on your mobile, from listening to the radio to surfing the Internet. Not all extra uses for mobile phones seem overly useful in everyday life but one extra piece of functionality being developed may just make the mobile phone even more indispensable. Using your mobile for requesting, payment, delivery and validation of tickets could prove to be extremely valuable to consumers as well as to the commercial sector.

Using mobile phone tickets has benefits: The ticket media is provided by the consumer, not the scheme operators; the range of ticketing methods leads to flexibility and versatility; some ticketing methods will be compatible with existing smartcard schemes; and above all, there should be increased convenience for the end user. Where mobile phone ticketing really comes into it's own is when the phone can communicate directly & wirelessly with ticketing terminals, allowing easier and smarter validation of tickets, which benefits are further enhanced when used with existing smartcard infrastructure.

There are, however still some potential issues which must be considered: Competing technologies and methods of ticketing could lead to interoperability issues; alternative ticketing methods must still be available; not everyone has a mobile phone and there may be telephone operator charges, perhaps even on a 'per-transaction' basis. That said – it is clear that mobile phone ticketing holds incredible potential; the applications for ticketing and payment are almost limitless, and mobiles are everywhere!

PJA have investigated the major current trends and technologies in mobile phone payment and ticketing including SMS; MMS; WAP; Contactless Smart cards; and Near field communication (NFC) which are discussed further in this document and our findings suggest that the future for mobile phone ticketing appears to be in complementing other ticketing methods rather than replacing them.

PJA are an independent consultancy with a wealth of knowledge and experience in the fields of ticketing and transport amongst many other capabilities. We would be delighted to discuss this or any other related topic further, please call us on 01865 724 320, or email: info@pj-associates.co.uk

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This paper is intended as an introduction to mobile phone ticketing. Whilst we believe it to be accurate at the time of writing, we are not able to warrant its accuracy or completeness.

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