

## New Passes for Public Transport

**Budapest, May 10, 2011** – The introduction of iziSHOP mTicket system's newest tickets and passes, which offer varying tariffs depending on the time of day, are sure to win over new travellers.

Each year public transport serves fewer and fewer passengers, while the number of vehicles on the road is continuing to rise. The transit operators attempt to compensate for the lost income by increasing prices and cutting back on routes, which simply serves to further the problem, since the long-term solution would be to win back travellers and gain new ones. To this end, Hedz Ltd's iziSHOP mTicket system's new product, tickets and passes whose tariff is dependent on the time of day, offers this possibility. Using this new ticketing possibility, the transit operator can offer less expensive tickets for use in off-peak hours, which allows for better use of transit capacities and also generates increased income, which not affecting the income gained from peak hour ticket prices.

Here in Hungary, Pecs was the first city to introduce the mobile telephone ticketing system, which allows the transit operator to offer numerous innovative ticket and pass variations. For example, tickets can be offered which are valid for a set time period, in which the price is different in peak and off-peak hours. Another option is to offer a fixed-price ticket that is valid for different time periods depending on when it is being used, for example it would be valid for 30 minutes during peak hours, but 60 in off-peak and 90 minutes at weekends. The operator could also offer special passes, which could only be used at specific times of day (for example, afternoon only) and would only cost a fraction the price of a "normal" pass. "The new ticket products offer a real marketing approach and can attract to a new target audience to public transport," stated Sandor Fejes, the manager of Hedz Ltd. The idea of optimizing ticket prices to actual capacity and demand is not new, but with the tradition paper-based tickets, and even the more modern transit card systems, it was either unattainable or quite complicated to actual carry out. The iziSHOP mobile telephone- system changes this situation, since the traveller can purchase the tickets, via mobile telephone or online, for the time period of his or her choice, and the validity of the ticket is clearly visible on the mobile telephone screen. As long as the ticket is valid, the image on the screen is coloured, once invalid it becomes grey with a red line through it. Payment is by bank card, whether the purchase is via mobile phone or online, and the ticket can be seen on the screen using iziSHOP's freely downloadable Java application or its Android version or using the phone's own browser.

This new iziSHOP mTicket solution is one of the few possibilities available nowadays for transit operators to regain travellers confidence and increase ridership. Its success, though, is dependent on the operators creating competitively priced ticket packages, which provide a sufficiently attractive alternative to using a personal motor vehicle.

Since its inception in 2009, iziSHOP has won some of the most prestigious national and European business awards for its new generation electronic ticketing system, which will be on show on May 18<sup>th</sup> at the Hungarian Innovation TechShow in Budapest in the Future House (Jovo Haza). The program, which is supported by the Ministry for National Development, is a part of the Hungarian EU Presidency's official program, with the goal of presenting Hungary's most innovative, internationally new high-tech solutions.

**Hedz Hungary Ltd.** – [www.hedz.hu](http://www.hedz.hu)

Hedz Ltd. Is a software technologies company specializing in unique mobile telephone and internet-based payment applications Hedz offers public utilities, banks and other service providers the means the increase growth using mobile telephone and internet-based electronic channels. The company's products include HMB, a mobile banking system, an electronic bill payment program (EBPP) called mo-bill ([www.mo-bill.hu](http://www.mo-bill.hu)) for public utilites, as well as various transport and entertainment applications through iziSHOP, which allows mobile telephone-based purchases to be paid by bank card ([www.izishop.hu](http://www.izishop.hu))

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