



*Enabling the Future of Mobility Services*

# The Future of Mobility

*Philippe Martineau, President of the Board, OSPT Alliance  
and Vice President of Ecosystem Business Development, Rambus*

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# About the “Fare Media”...

- Transit issued:

- Hardware Tokens

Token,  
Rochester  
Transit  
Corporation,  
Issued 1948



- Single use tickets



- Cash



- Magstripe



- Bring Your Own Media!



- Contactless cards



- Chip cards



- Reusable cards



# Today's consumer world



Digital



Global



Ubiquitous



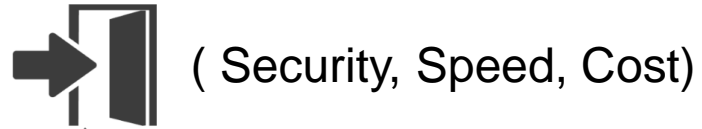
On-demand



## Shouldn't this apply to transport too?

# The industry's focus is changing...

- From Fare Media centric



- To “Mobility Services” centric...

## Journey planning



## Contextual mobility



## Ease of transaction



## Personalized services



# How can PTOs & PTAs adjust to ~~Traveler~~ expectations?

## Consumer

Anticipate and plan for migration

- Infrastructure
- Service delivery

Travel local, think global!

- Endorse, leverage & drive delivery of **globalized, seamless services**

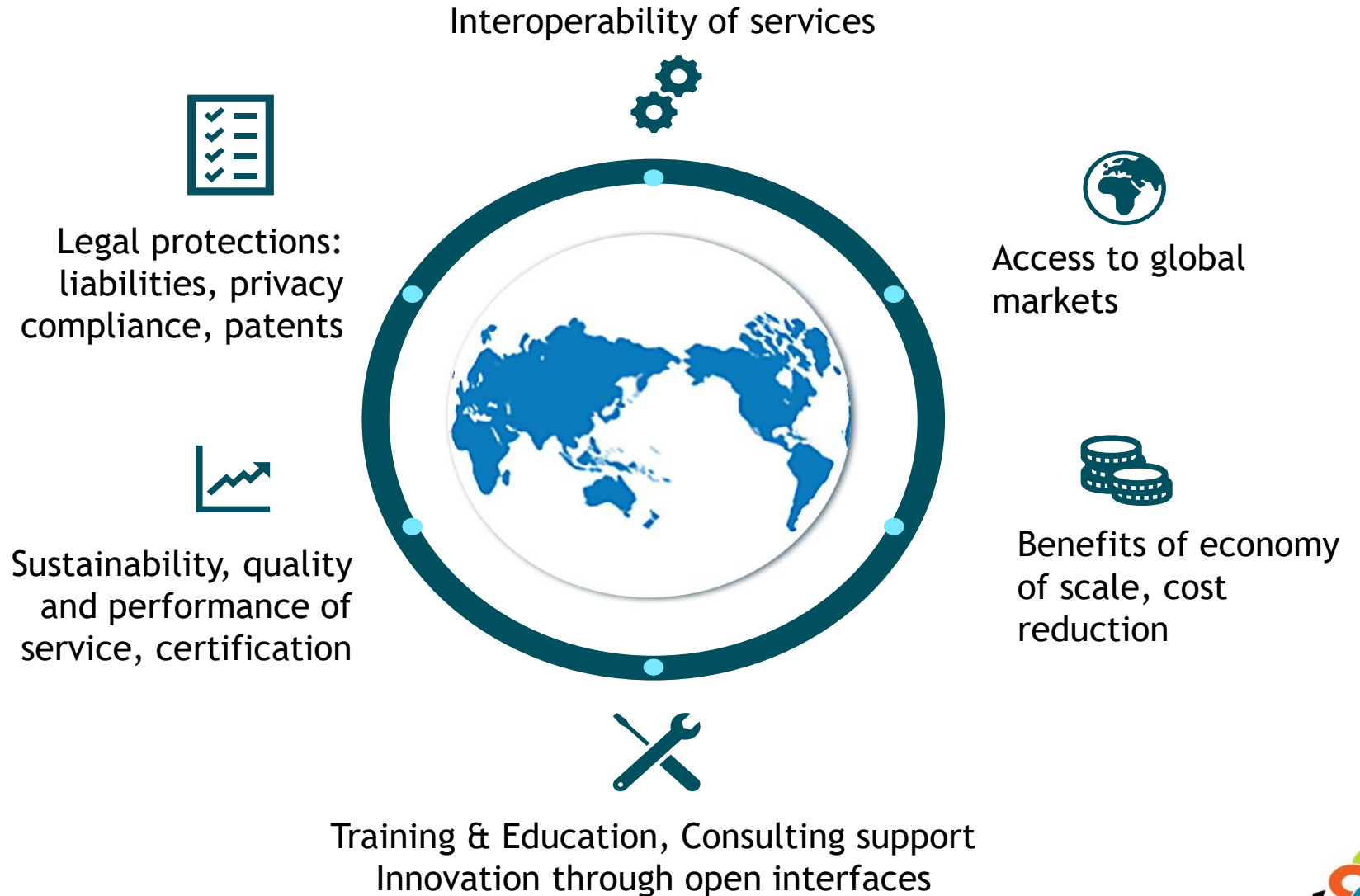
Build upon open trusted standards to secure investment





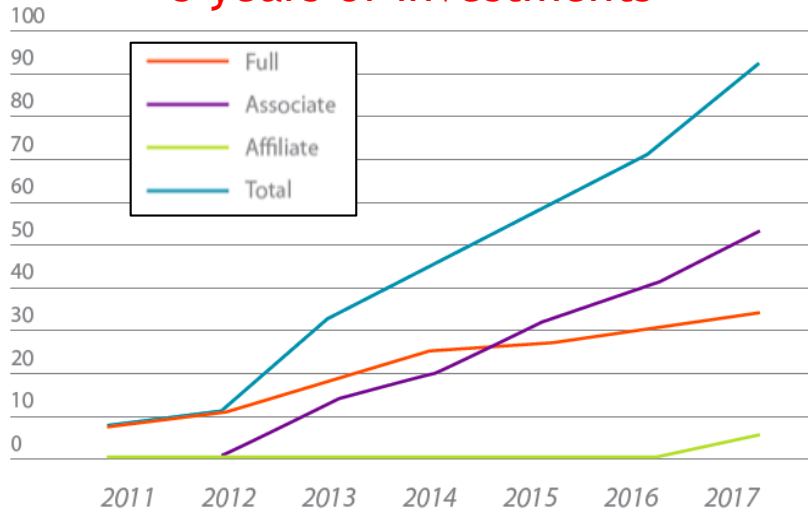
# OSPT Alliance: A place for PTO/PTAs to drive this change

Creating an infrastructure based on open trusted standards is key to unlock the potential of mobility on demand.



# OSPT Alliance in a Nutshell

8 years of investments



Russia, Brazil, Barcelona,  
Managua, Cuenca,...

~100 member  
companies



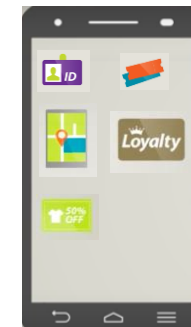
Deployments

**Certification:**  
19 products | 7 vendors

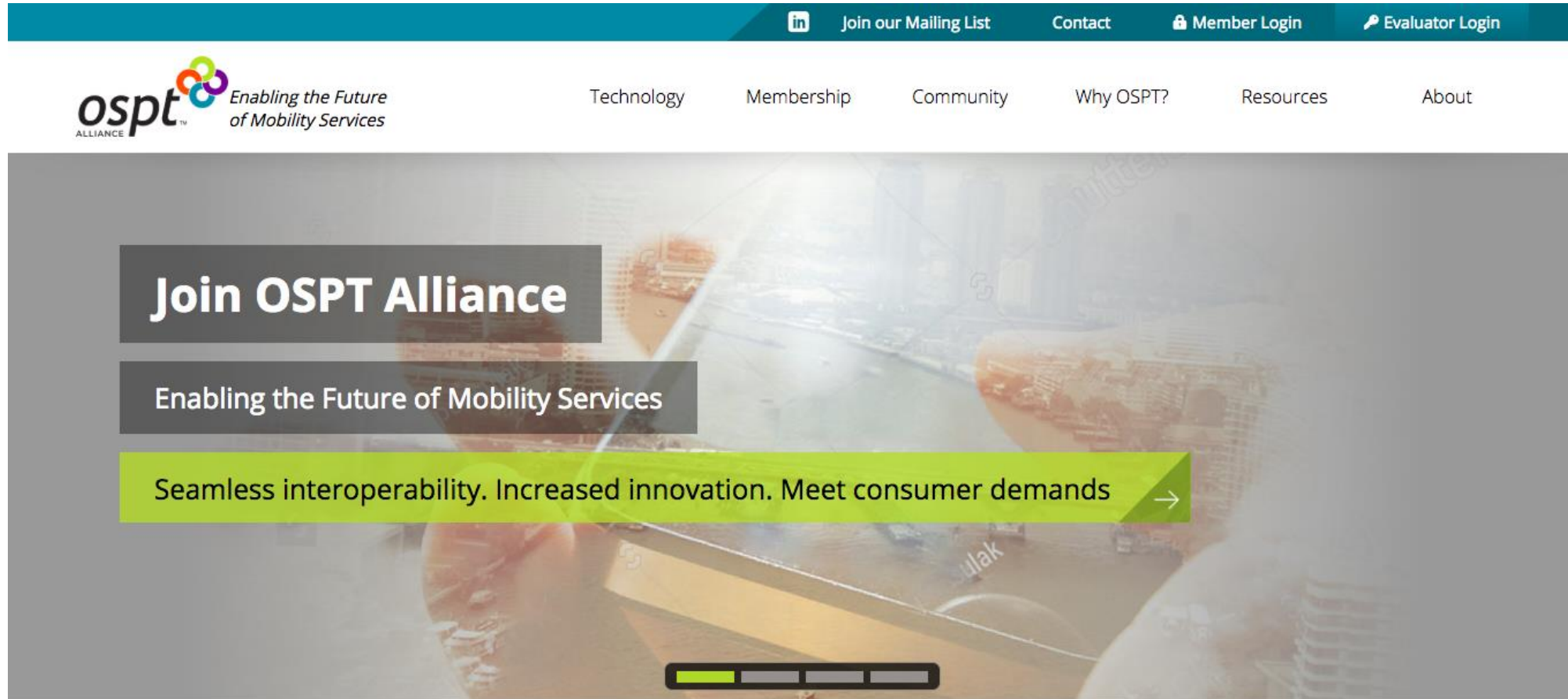
Ecosystem



Specifications



Visit [www.osptalliance.org](http://www.osptalliance.org) for more information



**Why OSPT Alliance?**

Thank you, any questions?