

## ➤ Why HCE and CIPURSE?

- 1 HCE needs open standards to recognize its full potential in the transport ecosystem
- 2 Both CIPURSE and HCE integrate easily into existing infrastructures without additional investment

## ➤ Why HCE and Transport?

- 1 SAM based closed loop transport network provides security to mobile NFC transactions in offline mode
- 2 Mobility as a service (MaaS) is the ultimate killer application



The catalyst for  
a wide range of  
**mobility service**  
business cases

Enabling seamless  
convenience  
through Value  
Added Services  
in transport  
and beyond

### ➤ Value added services:



Micropayment  
System



Loyalty

Bank and  
fintech  
provision of  
account based  
ticketing  
credentials

### ➤ Banks, fintechs:



Banks



Fintech

Bringing  
interoperability  
to connect  
adjacent  
systems

### ➤ Mobility as a Service:



Bicycle Sharing  
System

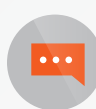


Fleet & Ride  
Sharing



Interoperability

➤ For more information, please visit [www.osptalliance.org](http://www.osptalliance.org)



View our HCE webinar at  
[www.osptalliance.org/the\\_standard/CIPURSE\\_standard\\_HCE-based\\_ticketing\\_webinar](http://www.osptalliance.org/the_standard/CIPURSE_standard_HCE-based_ticketing_webinar)



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