ByteToken, Ltd in association with its parent company Bytemark Inc. were the big winners at the recent Transport Ticketing Global Awards in London. ByteToken’s AirGate Bluetooth solution won the headline award of the night, ‘Ticketing Technology of the Year 2018,’ with over 40 entries, the toughest category by far.

The AirGate solution exploits the potential of using a Bluetooth-enabled ByteToken app on a mobile device to facilitate the process of automated fare validation, with the aim of removing the need for a passenger to show a ticket, produce a smartcard or tap their device on a validation target and thereby improving the user experience and increasing passenger throughput.

By utilising a 3D camera, and developing specialist software to increase the accuracy of Bluetooth BLE, it is now possible to authenticate a ticket over a wider area and over a longer period of time compared to the centimetre range that NFC requires. This means a user doesn’t need to break stride as they easily pass through ticket validation zones.

First demonstrated in London on the 9th February 2017 and with support from Thales and RSSB, AirGate has been well received within the transportation industry both in the UK and abroad. AirGate will greatly enhance the customer experience by removing the need for a passenger to show a ticket, produce a smartcard or tap their device on a validation target and thus speed up passenger access to and from the station platform.

ByteToken’s Director, Alex Stewart, said of the award, “We are really pleased that the judges recognised all the hard work and innovative thinking that we put into AirGate and they saw it as being ‘Genuinely Innovative’. I look forward to seeing our ticketing technology help shape public transportation, making it a far more pleasant and accessible experience for both the commuter and the casual user.”

Bytemark and parent company ByteToken continue to innovate and set the standards for mobile ticketing worldwide, delivering proven, secure mobile ticketing platforms for transit, tourism, and events. Using our open APIs and combining visual, 2D, Bluetooth and NFC ticketing, we offer operators an integrated mobile commerce experience that shapes the future in mobile ticketing.

About Bytemark, Inc.: A New York City startup with offices in the UK, Canada and Australia, Bytemark, Inc. provides ticketing and payment solutions for transit, attractions, and events.

www.bytetoken.com