

## PRESS RELEASE

### LAUNCH OF SMART TICKETING ALLIANCE TO FACILITATE WORLDWIDE INTEROPERABLE PUBLIC TRANSPORT TICKETING

BRUSSELS, 24 JUNE 2014

Two years after signing their Memorandum of Understanding, the five founder members of the Smart Ticketing Alliance formally launched the Alliance in Brussels to a wider audience to transport operators and industry players.

The transport smartcard operators from 10 countries gathered in Brussels to confirm their support for joining with the founders and setting the Smart Ticketing Alliance onto a formal legal footing which will lead the way towards a **single transport implementation specification for NFC phones across Europe** and **cross border acceptance** facilitating the implementation and deployment of NFC-enabled devices.

Spurred on by endorsement from the EU's Transport Commissioner, Siim Kallas, the Smart Ticketing Alliance has been busy setting up Working Groups looking at the contactless interface, NFC, certification and media security.

Originally set up by the national smart ticketing organisations of UK (ITSO), Germany (VdV) and France (AFIMB) plus the Calypso Network Association and UITP, ITSO's **John Verity** has been elected as its first chair. "The transport smartcard industry is very fragmented and needs a single voice across Europe, and wider, to get what we need from the latest customer smart media. We need security, we need speed and we need consistency in response from suppliers," said Verity.

*The Smart Ticketing Alliance is organised as an international non-profit association. Its initial Full Members are the founding members with ticketing schemes (ITSO, VDV-ETS, CNA + AFIMB) while UITP will act as the STA secretariat. For more information: <http://www.smart-ticketing.org/>*



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### NOTE TO EDITORS

The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have 1,300 member companies giving access to 14,000 contacts from 92 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry. Visit our website [www.uitp.org](http://www.uitp.org). Follow us on Twitter: [@UITPpressoffice](https://twitter.com/UITPpressoffice)

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