



9-12 JUNE
STOCKHOLM 2019
GLOBAL PUBLIC
TRANSPORT SUMMIT



Payment as possibilities

Daði Áslaugarson

Head of IT

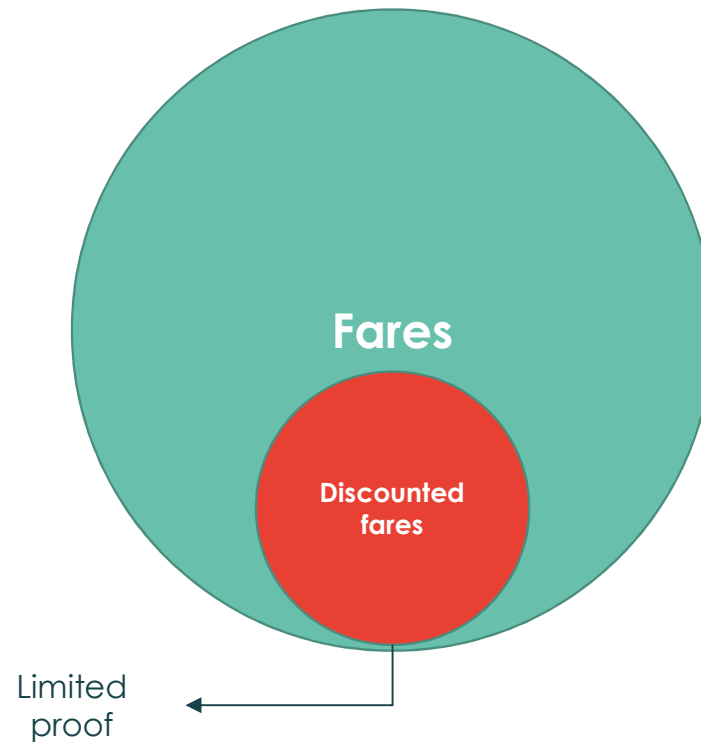
Strætó - Iceland



@dadi_ingolfsson

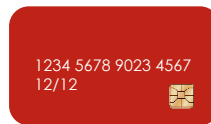


ICELAND - CURRENT (AF) FARES



ID != ID

Payment ID



- Payment cards
- Local mobile solutions
- International mobile solutions
- Cryptocurrency
- Other PSPs
- PT as PISP?

Personal ID



- Through national registry
- Electronic ID

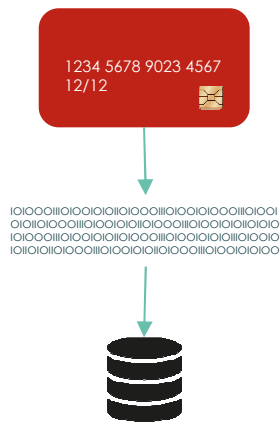
Commercial ID



- Disabled reg.
- Elderly
- School
- Work ID
- Commercial discounts
- ...

ID != ID

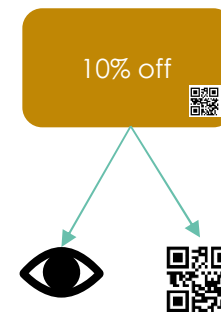
Payment ID



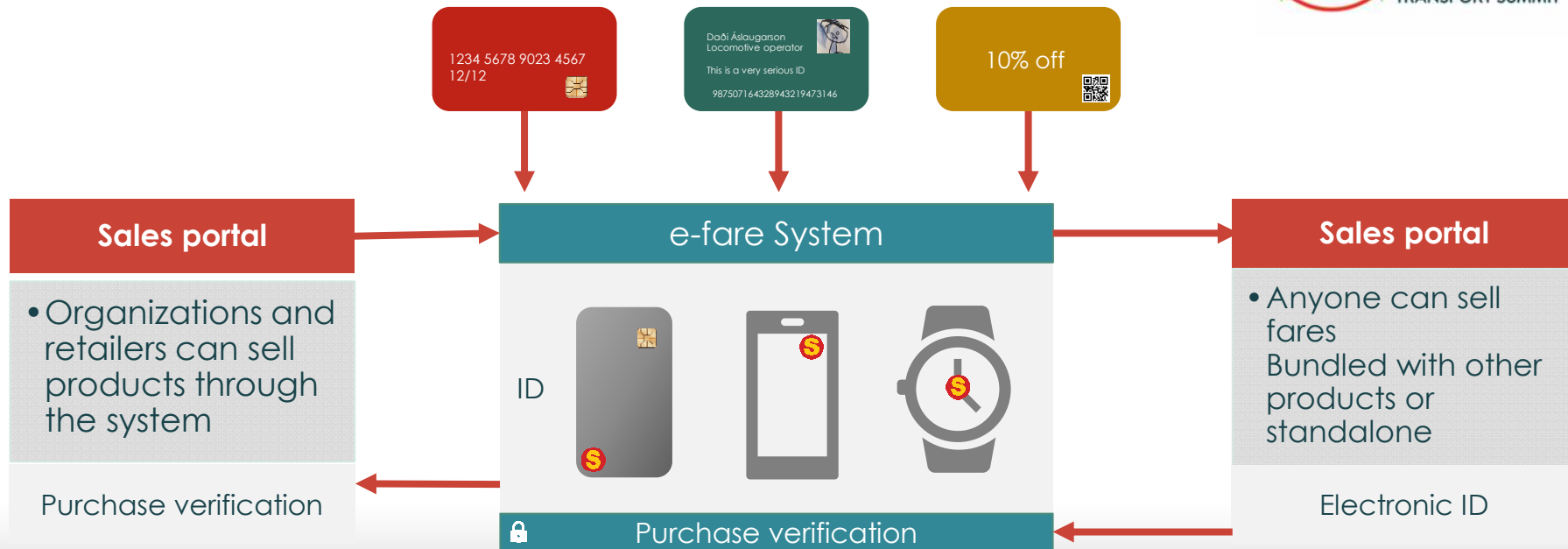
Personal ID



Commercial ID

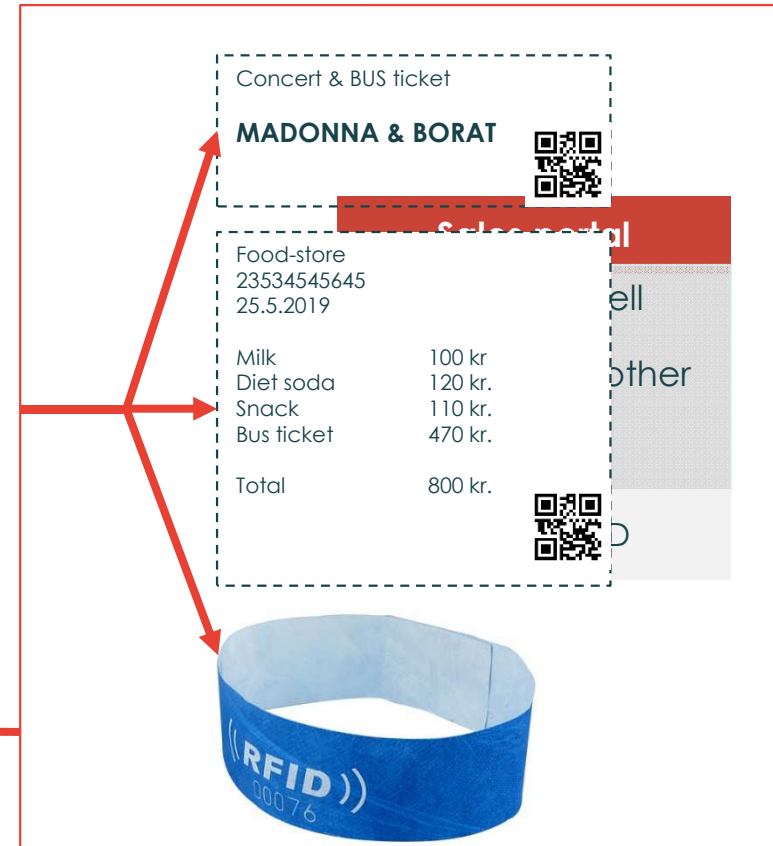
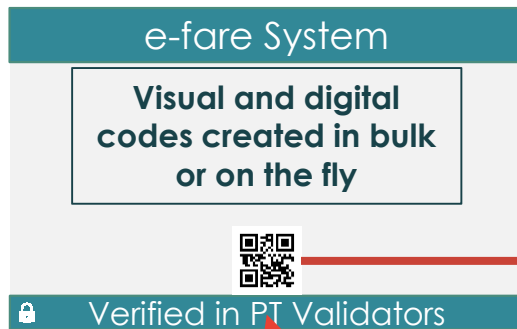


THE SETUP

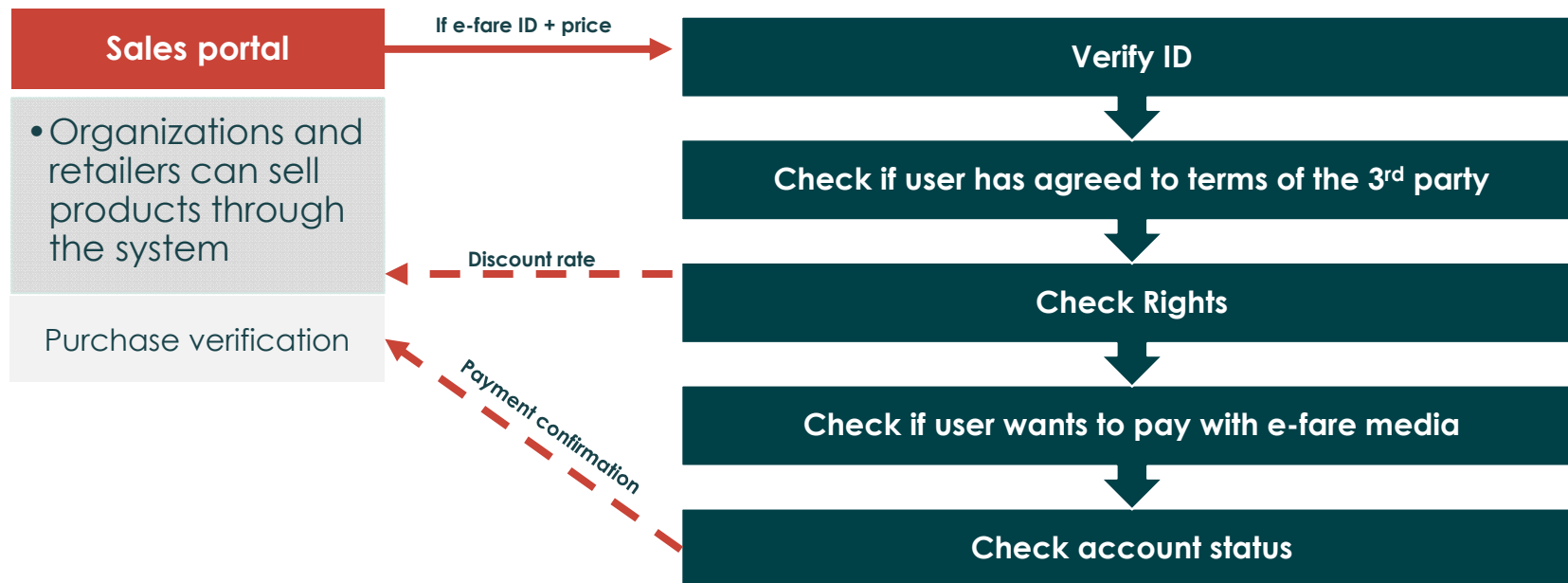


MAAS

ANYONE CAN SELL TICKETS



...AND THAN



WHAT DOES THIS MEAN?



The ultimate digital ID

Knows **who** you are
Knows **your rights**
Knows your **discounts**
Knows how you **behave**
You can **pay** with it



And **YOU** control **IT**

Did anyone say GDPR?

WHY?



The Art
of Public Transport



WHY SHOULD PT...



Why not?

People find it **funny** that PT is even considering this

It would **improve** and **simplifies** peoples lives

Has **FinTec** REALLY done such a great job?

Is Payment a Public Service?

Is it **OK** that everyone **BUT** official entities are providing payments?

EXAMPLES



Suica (Japan)

Octopus (Hong Kong) - used to collect fares on almost all modes of public transport, and also for payments in shops, department stores, supermarkets, fastfood and retail outlets, bookstores, convenience stores, cinemas, public swimming pools, car parks, schools and other places provided with **Octopus readers**.

Korea - Tmoney and Cashbee

Taiwan - EasyCard



THANK YOU

Local Host



#UITP2019