



**ETDA - OTP - OSPT Workshop**

**Bangkok, Thailand, June 5<sup>th</sup> 2013**

**‘CIPURSE Mobile Guideline V1.0’**

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# CIPURSE™ Key Benefits for Mobile Applications

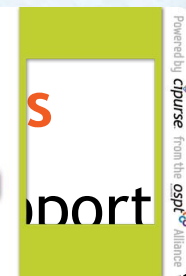
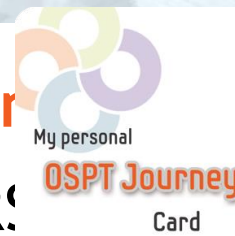
- Especially designed for contactless card and NFC-based fare collection systems
- Vendor-independent (all card suppliers can support CIPURSE)
- Technology providers free to add functionality outside the common core (multi-application support)
- All CIPURSE products undergo rigorous certification testing by third-party organization (Keolabs)
- Incorporates advanced security (AES)
- Reader independent: Any compliant ISO/IEC 14443 reader can be used

# CIPURSE™ is based on Standards

CIPURSE is build upon existing, proven and open standards

- ISO 24014: Interoperable fare management system
- ISO 7816: Smartcards
- ISO 14443: Contactless Communication
- AES 128: FIPS encryption standard

# CIPURSE V2 Tickets and Form Factors

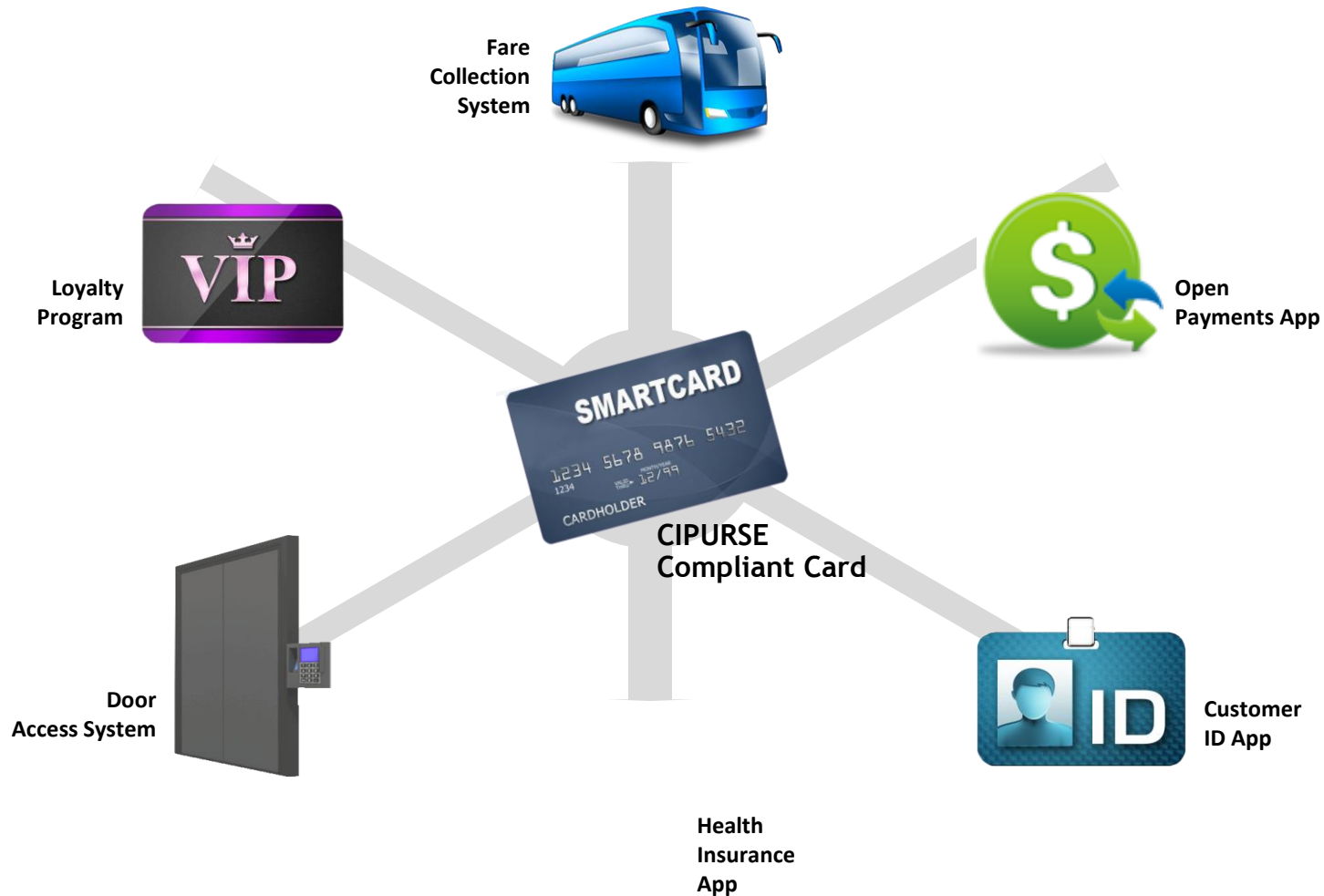


***One specification*** - CIPURSE supports all kind of industrial Form Factors of contactless cards and NFC based products as well as ticket types in the same

AFC System



# CIPURSE V2 Facilitates a Multi-Application Universe



# CIPURSE™ Mobile at a Glance

Java Card 2.1 or higher and GP 2.2 based CIPURSE Applet

## Over-the-Air & Over-the-Internet Support

- Application download
- In field application activation and de-activation
- Lifecycle management

## Designed for multi-application support

- CIPURSE, Payment, Access Control, Couponing, Loyalty and others on one Secure Element

## Form Factor independent

- Support for all kinds of form factors now and in the future

# CIPURSE™ Mobile

## Fast and convenient solution to introduce NFC Ticketing

- No CIPURSE Transport system upgrade needed
- No new specification needed (CIPURSE Mobile based on CIPURSE V2)
- Implementation to existing and new NFC Phones via OTA/OTI services
- No need for withdrawal of CIPURSE products from the field to introduce new services

## Made to meet customer requests

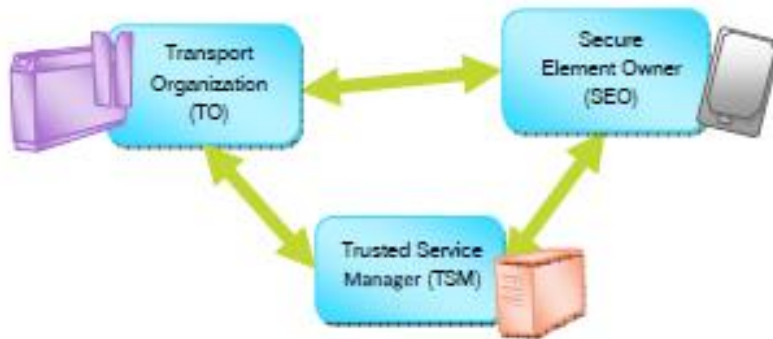
- CIPURSE Mobile & CIPURSE V2 support all kind of ticket types and form factors to meet various market and customer requirements

## Added Value Services Support to be part of CIPURSE Mobile

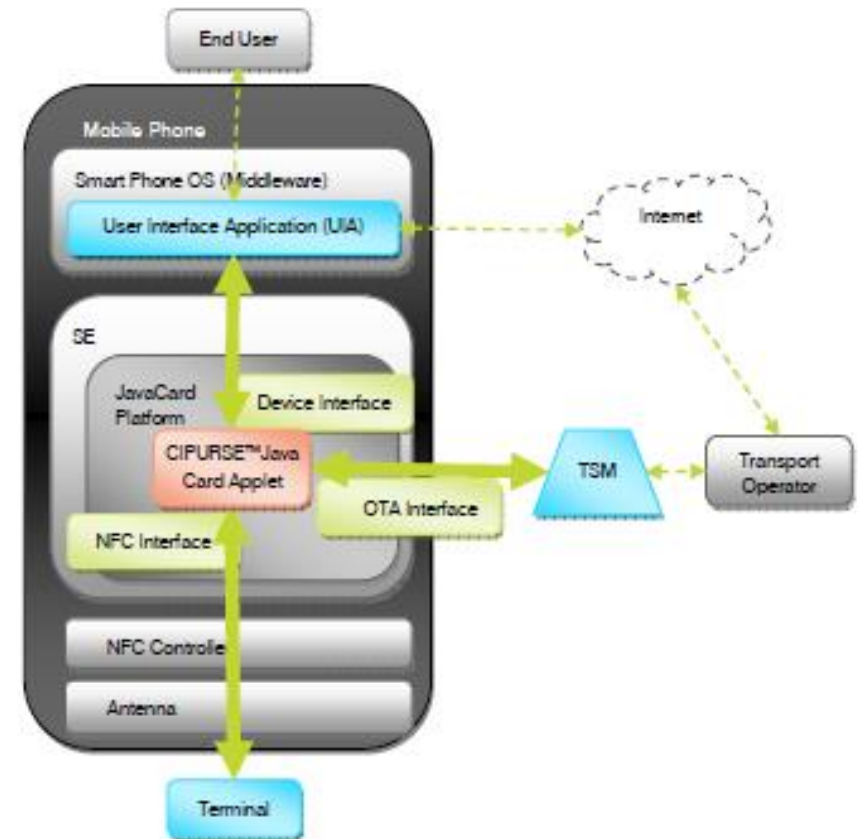
- CIPURSE Mobile for Couponing
- CIPURSE Mobile for Access Control
- CIPURSE Mobile for Loyalty



# CIPURSE™ Mobile - Ecosystem and Devices



Existing Business Model



Secure Element Independent



# CIPURSE Mobile is LIVE!



&

= Future of  
Ticketing

## We are ready for the Market!



CIPURSE Mobile Guideline  
ready for download at  
[www.osptalliance.org](http://www.osptalliance.org)



# CIPURSE Market Outlook

“We expect to see CIPURSE deployments start in Europe and then follow in other regions as more cities see the benefit in smarter transportation systems. A broader and more flexible product range will help it to develop like MIFARE.”

- *John Devlin, Group Director, ABI Research*

2012



Join us on:



# Thank you

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