

## Press release

Vienna, 4th May 2017

### Travel smarter

Automated ticketing and mobility surveys by capturing multi-modal travel behaviour

*How to make public transport even more comfortable for passengers?*

*Can ticketing be simplified?*

*How to capture the actual mobility behavior?*

**Public transport needs to be as efficient and comfortable as possible in order to be attractive for passengers and cost-effective for public transport operators. AIT addresses these challenges with its technology Travel Mode Identification (TMI), which is an innovative software solution automatically identifying travel modes of people carrying a smartphone.**

The technology can easily be integrated in existing smartphone-apps and automatically classifies eight different travel modes, no user intervention is required. Possible applications are e.g. simple and reliable **mobility surveys** and novel solutions for **automated ticketing**.

#### **Mobility Surveys**

Mobility surveys use to be a tremendous effort regarding both, cost and time. So far reams of questionnaires either in writing or by telephone had to be answered and analyzed.

**Not with TMI:** The technology allows collecting data simply via smartphone at lower cost, in less time and higher quality. For this specific application AIT has launched the service “AIT Smart Survey” that has already been applied in several surveys e.g. in Vienna.

#### **Automated Ticketing**

TMI can also be used for integrated mobile ticketing apps for public transport: The technology detects whenever a smartphone user travels on public transport; detailed route information and fees can be calculated accordingly. This offers a maximum level of comfort to the passenger, who does not need to buy any ticket or press any button - it just works automatically. The public transport operator benefits from the fact, that no additional infrastructure – e.g. Bluetooth or Wifi networks - is required, which saves a lot of cost.

**Next show up**

**UITP Global Public Transport Summit in Montréal/Canada**

**15 – 17 May 2017**

**AIT booth: # 2D100**

<https://uitpsummit.org/exhibitors/ait-austrian-institute-of-technology-gmbh/>

**About AIT**

The AIT Austrian Institute of Technology is Austria's largest non-university research institute. With its eight Centers, AIT regards itself as a highly specialised research and development partner for industry. Its researchers focus on the key infrastructure issues of the future: Energy, Health & Bioresources, Digital Safety & Security, Vision, Automation & Control, Mobility Systems, Low-Emission Transport, Technology Experience and Innovation Systems & Policy. Throughout the whole of Austria – in particular at the main locations Wien Tech Gate, Wien TECHbase, Wien Muthgasse, Seibersdorf, Wiener Neustadt, Ranshofen and Leoben – around 1,300 employees carry out research on the development of those tools, technologies and solutions that will keep Austria's economy fit for the future in line with our motto "Tomorrow Today".

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