

MyMobility



Turn everyday travel into your travel!

The Personal and Proactive Travel Companion

Intermodal trip planning, mobile ticketing, payment and real-time information along the way are integral parts of mobility apps provided by Siemens Mobility with HaCon, eos.upgrade and Bytemark: Mobility as a Service at your fingertips. Nevertheless, every traveler has individual needs and preferences – whether they're alone or in a group.

With the new MyMobility feature, trip planner apps become even more valuable companions by learning from the travelers' behavior and habits to provide personalized and proactive recommendations. Travelers' preferences can be catered to without active input at the time and future trip issues can be anticipated based on predictions. Autodetected traveler preferences can limit, for example, the otherwise over-

whelming variety of route combinations on intermodal travel.

MyMobility knows immediately what you need

MyMobility will enable apps to deliver personalized and proactive mobility recommendations, simply by observing and anticipating the users' behavior. The individual traveler's daily routines and events serve as a basis for real-time support and service tailored to specific needs.

Take Laura as an example: Her individual preferences, habits and information make up the personalized side of MyMobility. She does not own a car; rather, she uses public transport or car sharing services to get to university. When Laura wants to

visit her parents, who live in the suburbs, she prefers to go by bus. The price of a ticket is more important to her than the number of transfers or the convenience of the route to her destination.

MyMobility acts as a proactive assistant during her trips when and even before she needs a certain information or service: In case of disruptions on Laura's usual tram line to university, she will automatically get an alarm that she'd better use an alternative route or to leave earlier to arrive in time. When visiting her parents, she will also be remembered to buy an extension ticket when she leaves the zone of validity of her monthly pass.

Automated route suggestions for the trip home, taking into account the real-time

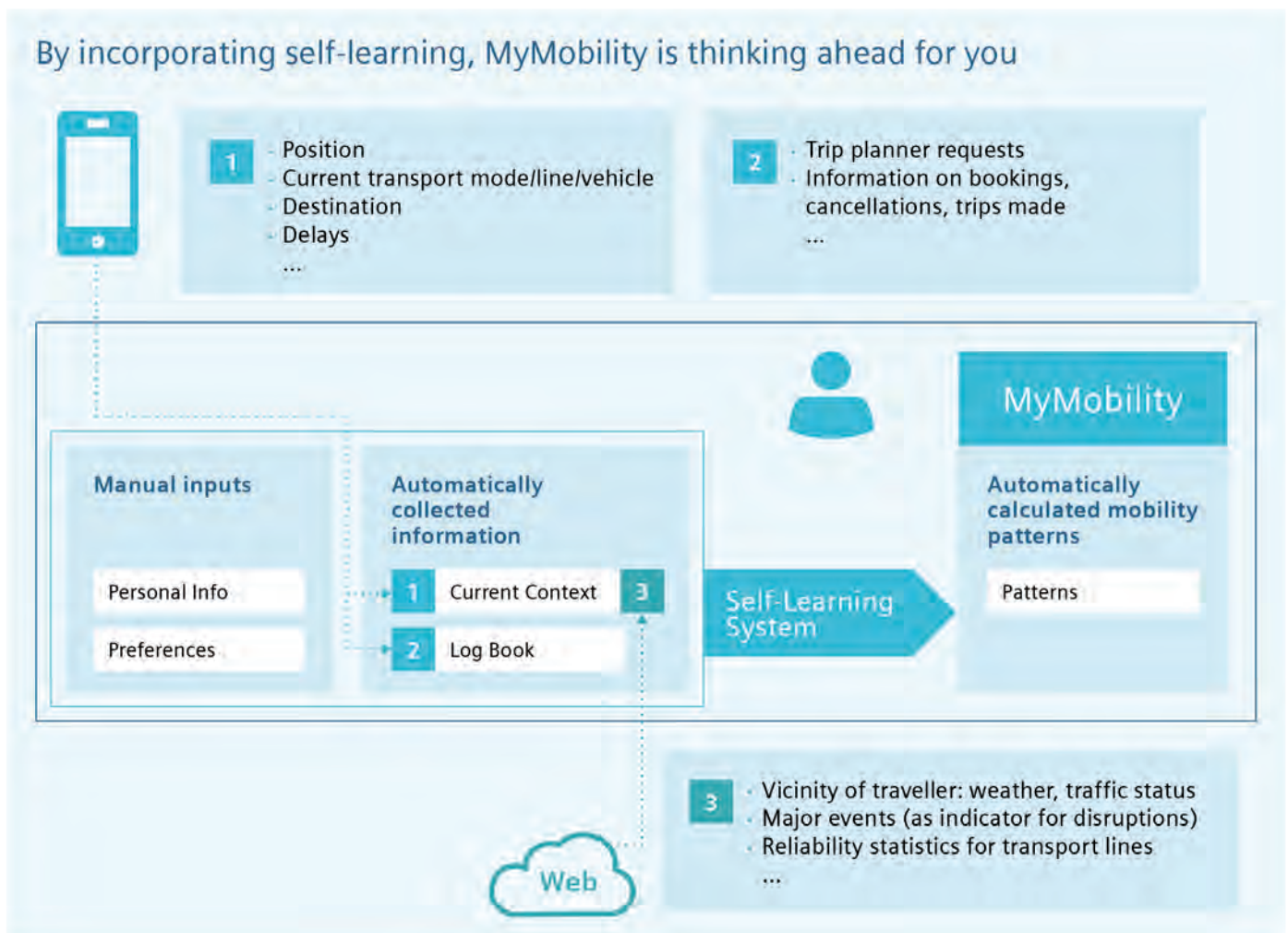
traffic situation, or recommendations for a planned trip based on weather conditions are other examples of MyMobility features.

Using different data sources

Explicit, implicit and contextual data help to create reliable user profiles. The pool of explicit data is fed by information which is actively entered by the traveler or which can be extracted from transactions and

inputs from other smartphone apps. A person's travel behavior, such as a commuter route or transit time preference, is the source of implicit data, whereas contextual data is derived from other sources, such as car sharing business areas, real-time traffic data and weather information. Sources of data for MyMobility can be defined flexibly and include existing systems like logs from the HAFAS trip planner, mobile ticketing solutions, fleet management solutions like HAFAS Smart VMS,

the HAFAS Real-time Hub for information across transport modes, disruption messages from operating systems as well as external data sources for events, weather etc. Data protection and privacy are key aspects of MyMobility, regardless of the data source. The added value for travelers provided by MyMobility encourages them to share their data further, thereby truly enhancing their passenger experience.



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Together, Siemens Mobility, HaCon, eos.uptrade and Bytemark provide a unique and holistic ecosystem of digital services and solutions. From trip planning across passenger communication to mobile ticketing, payment and comprehensive Mobility as a Service (MaaS) solutions, fleet management to train planning systems and mobility data analytics, we share one common goal: enhancing the passenger experience – with our combined power for mobility.