



itsonews

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Special Edition
Newsletter

MOVING ON 4th - 6th June 2007
Holland House Hotel, Cardiff

'Public Transport - Travelling Together'



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Welcome to Wales

The Welsh Assembly Government through its travel information service, Traffic Wales, is extending a warm welcome and is looking forward to meeting delegates attending the 2007 Moving On Conference. This year's venue in June will be at the Holland House hotel in Cardiff – right in the heart of the Welsh Capital. The theme is 'Public Transport – Travelling Together'.

As the Assembly is sponsoring the Moving On Conference, Vivien Collins, who manages Traffic Wales, will deliver a presentation and discussion session on the opening day. The theme will be 'Wales working Together – do our policies enable this?' She said: "The Welsh Assembly Government is delighted to be hosting this year's event and I look forward to meeting delegates and exhibitors. "Both days will see a wide but interesting selection of speakers and topics that I hope will encourage lively discussion and debate."

One of the key projects the Assembly is involved in is delivering the Smart card for concessionary bus travel - to be made available to the over 60's and disabled users across Wales later this year. Consultants Atkins – who also manage Traffic Wales – are involved in delivering Smartcards to the Welsh public with ITSO and MVA.



Atkins and MVA will also be attending the conference this year.

Stoddy plays Smart

No Moving On Conference would be the same without Peter Stoddart making an appearance somewhere!

Peter will be delivering a brief on two issues:

- English National Concessionary Travel Schemes must be based on SMART and,
- Encouraging more users onto public transport, the SMART way.

Peter is an independent consultant who, on this occasion will be wearing both the ITSO and Chief Executive, Merseytravel, hats borrowed from Neil Scales. Peter has been involved with ITSO from day one, being one of the original editors of the Specification and then General Manager during the development stage of ITSO.

ITSO IS MOVING ON WITH WAYFARER



David Poole, RBS (left), David Ellis, Wayfarer (back) and a Blackpool bus driver showing the NowCard

The ITSO story is moving on... and gathering momentum in every corner of Great Britain.

Whether it's concessionary schemes across an entire country, complex programmes involving regional transport operators or commercial smartcard projects, ITSO is the technological glue that binds the vision of an integrated transport network together... and Wayfarer Transit Systems is playing a leading role in making it happen.

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Bus Smart Cards Launch in Cumbria

A world-leading electronic smart card system for bus passengers has been launched in Cumbria.

NoWcard went live on Stagecoach buses in Carlisle and Penrith (Sunday 13 May) following its successful introduction in Blackpool last September and Rossendale in East Lancashire earlier this month. It will also be introduced on Stagecoach buses in West Cumbria on 20 May followed by Barrow on 27 May and Kendal on 3 June.

The £7million project is now being rolled out to all major bus operators across the North West and spells a revolution in the way local authorities calculate concessionary bus fares. The roll out will be completed in October 2007.

Neil Scales, Chair of ITSO, said: "When we say this is world beating technology for bus passengers we mean it. Smart cards will jump-start the digital economy by making it easier to perform a multitude of daily tasks. It will modernise the way millions of people use public transport, reducing the need for them to queue and enabling them to get through ticket gates and onto buses much more quickly and efficiently.

Not only will this new technology transform the face of transport as we know it, it can support a variety of other types of applications. It will reduce the number of cards in people's purses or wallets and it will provide them with a secure, mobile identity that they can use to access to a variety of different services. This is a fantastic example of organisations working together to improve services. We are breaking new ground with this, not just nationally but internationally," said Mr Scales.

For a full version of this news release please contact Mark Graham, Media Officer on 01228 606337.

FIRST V2.1.1 COMPLIANT CERTIFICATE AWARDED TO UNICARD

Unicard Ltd has been awarded a certificate for its PersoPOST, making this the first product compliant to the latest Specification V2.1.1 and test scripts.

Mike Eastham, General Manager for ITSO said "We are pleased to award the first V2.1.1 certificate to Unicard. Continuing development and improvement of the ITSO Specification and demonstrated Supplier support in the certification of their products shows that the ITSO Specification is healthy and continues to improve to the benefit of all in the industry".

The PersoPOST has been certified for Mifare 1k and 4k, IPEs 0, 2, 14, 16 and 22, which are targeted at issuing the products required for the UK concessionary schemes. Further cards and products can be easily integrated as it is based on the Unicard POST sub-assembly, certified in 2006 and already supporting a wide range of cards and IPEs for PersoPOST and POST applications.

It is available both as part of the Unicard smart card scheme management solution and as a stand alone module to be integrated in desktop applications or bureau systems. It is certified with a range of card encoders, giving flexibility in meeting specific customer printer requirements.

In addition to the ITSO encoding, it can also combine the legacy encoding of existing schemes onto the same card, thus allowing a smooth transition to ITSO while the acceptance infrastructure is being upgraded.

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Wayfarer is involved in ITSO schemes right across England, Scotland and Wales, implementing smartcard ticketing platforms that are certified to meet ITSO's requirements. Each scheme presents its own challenges, but all are benefiting from Wayfarer's involvement in landmark partnerships such as NoWcard and Cheshire Travelcard.

For example, in the North West, Transdev owned Blackburn Transport, has recently adopted the Wayfarer TGX150 as its new operating platform, making NoWcard a totally Wayfarer supplied system. Moreover, the NoWcard scheme is now broadening its ITSO capability following recent successful roll-outs at Rossendale Transport and Stagecoach (Carlisle & Penrith) to join Blackpool Transport, who have recently seen their 1 millionth on bus ITSO transaction.

Gordon Moore, the NoWcard Project Manager, said "Behind the technology, people are the vital component in any project and NoWcard is no exception. I must pay a particular tribute, both to the small specialist group of experts at Wayfarer and to the Company's on-bus installation teams, who have striven so hard over long hours to make live running a success, while minimising disruption to normal operations at the bus depots".

Meanwhile, in Cheshire, the Crewe Flexirider, an innovative demand-responsive service provided under contract to Cheshire County Council, is the first public transport service in the UK to use ITSO low-cost smartcard technology alongside conventional smartcards. Wayfarer's ITSO ticketing technology is again being used to read the smartcards and transmit secure transaction data to Cheshire's ITSO back-office systems.

The Low-Cost application is part of a Department for Transport research investigation into low-cost ticketing usage and was awarded to Cheshire County Council for incorporation into its advanced Travelcard ITSO programme. "The success of the Low Cost projects will open up a huge market for transport operators and industry suppliers who are looking to adopt the commercial potential of the ITSO programme," says Helen Mitchell, ITSO project manager at Cheshire County Council.

In Scotland, Wayfarer is one of the key technology partners in the forward-looking programme introduced by Transport Scotland, working with some of the country's biggest transport operators. The ITSO Scheme will bring integrated concessionary entitlement to many thousands of residents aged over 60, together with other entitled groups, including the disabled, enabling them to travel free throughout Scotland's bus network.

The ITSO concessionary smartcard programme, enables qualifying people to gain improved access to unlimited Scotland-wide free travel on buses at any time of the day - not just during off-peak times. The new technology makes the operation of the Scheme easier and more efficient for all parties concerned.

Comments Wayfarer's Philip Ayles: "It is clear that these projects have embraced the vision and benefits that an ITSO scheme can deliver. Increasingly, scheme owners are working closely in partnership with Wayfarer whose considerable experience and understanding enables them to harness the full potential of ITSO technology."

Wayfarer's partnerships in Scotland, North West England and Cheshire County Council will all fall under the spotlight at the **Moving On conference** (June 4-6) when the company will be staging live demonstrations of each of these progressive schemes.

www.wayfarer.co.uk



A fleet of Blackpool Buses



"Southampton City Council is delighted that Unicard, as supplier of its original SmartCities multi-application smart card management system, is the first supplier to achieve ITSO PersoPOST certification to specification V2.1.1. This is an essential part of the Council's migration to ITSO of its legacy bus smart card ticketing operation, rendered even more important by the probable requirement for ITSO National Concessionary passes by next April."

For further information, come and meet us at the Moving On Conference or contact us on 01202 850 810 or sales@unicard-uk.com

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