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For Immediate Use

Chiltern Railways sells 10,000th mobile phone ticket

Since launching this January, Chiltern Railways has sold 10,000 mobile phone tickets to passengers travelling between Birmingham and London Marylebone.

This is the first time this technology has been used in the UK rail industry and is proving to be a big favourite amongst passengers.

Lisa Kampta, Chiltern's 10,000th mobile ticketing passenger, said the new technology has made it very easy for her to purchase tickets and is looking forward to the technology becoming more permanent. Lisa often travels from Birmingham to London (and visa versa) to visit friends and family and has only recently discovered E-Day.

She said: "This is the first time I have used the E-day mobile phone ticket and I'm shocked I have never noticed such a super quick and value for money way to travel.

"Not only is it convenient to have the ticket sent direct to your mobile phone it also offers a variety of times on when you want to travel.

"I prefer to travel by train because it is a greener way to travel and I chose Chiltern Railways because it's a clean and reliable operator.

"I was shocked when I found out I was the 10,000th passenger but it's such a privilege to mark this occasion with Chiltern Railways today."

The mobile phone ticket is only valid for Chiltern's £5 online Eday ticket for journeys between London Marylebone and Birmingham Moor Street or Stratford –upon-Avon via the website www.chilternrailways.co.uk.

Passengers receive their ticket in the form of a barcode sent directly to their mobile phone by an SMS text message. Staff on board the train and at London Marylebone station will be able to check the 'mobile ticket' with special barcode scanners.

Now the project is moving into the next stage. Trial modifications to selected gates at London Marylebone station will now enable passengers with barcode tickets on their mobile phones to scan their phone over the integrated readers which will then automatically open the ticket gate.

The next stage is mobile phone to mobile phone ticketing.

Chiltern Railways Commercial Director Neil Micklethwaite said: "We have listened to our passengers and what they want is a simpler and easier way to purchase tickets for their travel. Mobile phone ticketing will mean easy purchases, anywhere, any time.

"We are now looking at ways to expand this technology across a range of our tickets.

"This new innovation comes at an age when virtually all rail passengers carry mobile phones and growth in both mobile communication and rail transport remains strong."

The award-winning train company, alongside partners YourRail, Cubic Transportation Systems, Mobiq and ts.com, are the first to sell barcode-on-mobile-phone ticketing in the UK rail industry.

YourRail Director, David Gillick said: "Since January, Chiltern Railways, together with YourRail, has supplied British rail passengers with tickets delivered to their mobile phones. We are the first to do this. Now that Cubic Transportation Systems has joined our pilot, Chiltern's passengers can automatically board their trains at Marylebone Station by scanning their mobile ticket at a gate, much the same as a paper ticket or an Oyster Card. In the future we'll achieve another 'first' when Chiltern's customers will also be able to purchase their mobile tickets directly from their phones in addition to the web."

Cubic Transportation Systems who have supplied this gate technology have long been at the forefront of innovation when it comes to fare collection and validation systems across the world, including providing the technology to TranSys that delivered Oyster to Transport for London

Mobiqa CEO, Iain McCready comments, "Mobiqa are excited to be working on this initiative with their partners and look forward to evolving the UK's rail transport ticketing system."

ts.com Sales and Marketing Director, David Oates said: "We are delighted to be working with Chiltern Railways on this mobile ticketing innovation. We are continuously working with our clients to provide them with innovative ticketing solutions that meet the needs of their business and improve the service they can offer their own customers."

E-Day is Chiltern Railway's cheapest ticket from Birmingham and Stratford-upon-Avon to London (and vice versa), costing a flat rate of £5. It can only be bought from the Chiltern Railways website at 1800 the day before travel.

Ends

For further media information please contact the Chiltern Railways press office on 0207 3333125 or [mailto: naomi.simmons@chilternrailways.co.uk](mailto:naomi.simmons@chilternrailways.co.uk)

Visit: www.chilternrailways.co.uk

Notes to Editors

1. YourRail Ltd is a Yorkshire-based business supplying integrated solutions to train companies and other retailers.
2. Cubic® Transportation Systems, Inc. is the world's leading turnkey solution provider of automated fare collection systems for public transport including bus, bus rapid transit, light rail, commuter rail, heavy rail, ferry and parking.
3. Mobiqa has powered the mobile ticketing for hundreds of live events, sporting and promotional campaigns around the world, demonstrating the countless advantages mobile ticketing technology has over traditional paper tickets.
4. ts.com offers a simple and cost effective ticketing solution enabling you to market and sell your tickets, maximising sales and reaching new customers. We supply ticketing solutions for festivals, travel, events. eventsts.com offers a simple and cost effective ticketing solution enabling you to market and sell your tickets, maximising sales and reaching new customers. We supply ticketing solutions for festivals, travel, events, sports, visitor attractions, parking and many more.
5. Eday tickets are the first Internet only printed ticket in the UK and is priced from £5. Mobile E-day tickets need to be purchased 24 hours in advance on www.chilternrailways.co.uk.
6. You'll be asked to register your mobile phone details before buying a mobile ticket as barcodes are phone make/model-specific
7. The website has full timetable information, as well as a summary of Chiltern Railways' great value fares, such as the E-day ticket. Tickets can also be booked online. Passengers can also check for service information at their local staffed stations or by calling the Chiltern Railways enquiry line on 08456 005 165 (07:00hrs to 20:00hrs).
8. All Chiltern Railways' Clubman trains are undergoing a £6 million refurbishment due to be completed by Autumn.
9. Chiltern Railways is owned by M40 Trains. All shares in M40 Trains are owned by John Laing plc through Laing Rail Ltd.