

Wednesday 17 January 2006

For Immediate Use

First for the UK Rail Industry- Mobile Phone Ticketing

Chiltern Railways has become the first train company in the United Kingdom to sell mobile phone tickets to their passengers following the sale of their first 'mobile tickets' to passengers last week.

Chiltern Railways is working alongside YourRail, Cubic Transportation Systems Mobiq, and ts.com to make the vision of mobile phone ticketing a reality for passengers.

A three month pilot is now launched where passengers can purchase 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.

Commercial Director for Chiltern Railways, Neil Micklethwaite said: "We are happy to be leading the industry as the first train company in the United Kingdom to sell this new format of mobile phone ticketing to our passengers.

"We have listened to our passengers and what they want is a simpler and easier way to purchase tickets for their travel. Mobile ticketing will mean easy purchases, anywhere, any time.

“There are many benefits to mobile phone ticketing but the most important to mention is that it’s simple and convenient providing lower cost tickets for our passengers giving the customer even greater value for money.

“The next step is to install new scanning gate technology at Marylebone station which will allow passengers with mobile phone tickets to scan their own ‘mobile tickets’ as they walk through the ticket gates,” Mr Micklethwaite said.

Working side-by-side on this project with Chiltern Railways is YourRail.

Director for YourRail Martin Hathaway said: “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.

“People who are on the move turn to their mobile phones to manage their lives and we believe organising their transport this way will be a popular.

Cubic Transportation Systems is supplying Chiltern Railways with the new gate technology, due for installation next month.

Head of Business Development for CTS Richard Henderson said: “As the leader in the field of Automatic Fare Collection systems Cubic are delighted to be working on this project together with Chiltern Railways. We are continuously looking at new ticketing technologies and the operational benefits they may bring for our clients within the mass transit industry.”

Mobiqa is the supplier of the mobile ticketing technology that generates and delivers barcodes to customer’s phones. They also supply the validation application that ticket inspectors use to determine if a ticket is valid for a particular journey.

Iain McCready, CEO of Mobiqa comments, “Mobile ticketing offers the ultimate in customer convenience and ticketing efficiency and is undoubtedly the future for train ticket delivery. The UK’s train ticketing services will certainly benefit from Mobiqa’s

patented mobile ticketing technology and our extensive worldwide experience in transport, live music events and sport.”

ts.com is the internet retailing company that has made the online Eday ticket compatible with mobile phone ticketing.

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.

Mobile phone ticketing is now available for Chiltern passengers for the next three months with the objective of making this service permanent. Ticket purchases on the move from mobile phones will be possible at a later stage, as well as via the internet and other retail channels.

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 24 hours in advance of travel.

Birmingham to London for a fiver!

- Get your ticket sent direct to your mobile phone!
- Prices held at just £5 single
- Hundreds more seats now available on up to 28 trains a day
- Bookings close just 24 hours before departure
- Only available from the Chiltern Railways website

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, 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 Eday 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' trains are either new or refurbished. As part of a £17.1 million pound programme existing carriages have been refurbished with new seats, CCTV, passenger information screens and air-cooling systems. All cabs have also been refurbished. Outside, all carriages now have the distinctive Chiltern Railways' livery.
9. Chiltern Railways is owned by M40 Trains. All shares in M40 Trains are owned by John Laing plc through Laing Rail Ltd.