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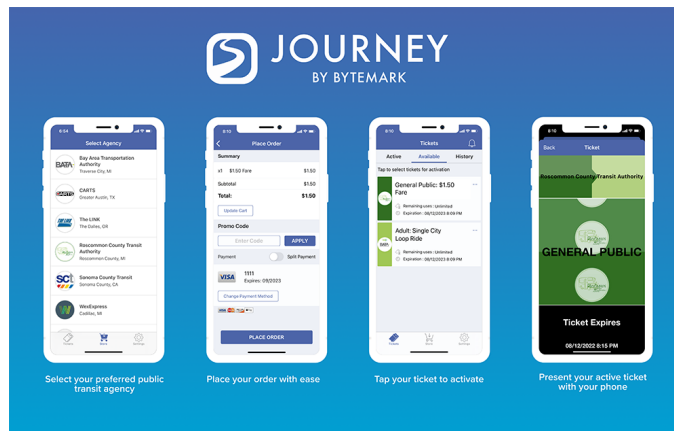**Media Contact:** Joe Felice
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NEW MOBILE TICKETING APP LAUNCHED FOR PUBLIC TRANSIT
Journey by Bytemark app makes it easy and affordable to bring mobile ticketing to riders

New York, New York: Bytemark today announced the launch of *Journey by Bytemark*, a new mobile application that makes it easy to pay for transit tickets and passes across North America. *Journey* brings multiple agencies into a single app, providing public transit organizations with a mobile ticketing opportunity regardless of the size of the agency. Passengers get a simple mobile ticketing app, while agencies avoid large development costs and extensive timelines.

Transit agencies of all sizes struggle with bringing new technology to riders. This is due to lengthy processes for planning, procurement, and deployment. The *Journey* app is a low-risk opportunity to offer a mobile ticketing option to their passengers. This Software-as-a-Service (SaaS) model, part of the Bytemark Bridge platform, makes it possible for North Americans to experience it in areas that are often overlooked due to their size of ridership or operations.

Bytemark launched the new app to help agencies enable mobile ticketing in a way that is efficient, effective, and easy. Through a fast deployment, an agency can quickly go from planning to go-live. There are no upfront costs making it low risk to bring mobile ticketing to riders. Finally, by offering a standard app for all customers, transit agencies are not responsible for ongoing technology builds. The *Journey* app now brings the public transit industry's original mobile ticketing solution to riders regardless of agency size.

The app was designed for riders. Mobile apps with multiple agencies are often confusing to navigate for first-time passengers. The intuitive user experience—including the branded familiarity of local transit agencies—aids adoption by making it easier for riders to pay and display their ticket with confidence.

Moreover, agencies are empowered to service customers in a way that makes support straightforward for riders.

The *Journey* app offers alternative avenues to equity. Fare capping discounts passenger tickets once the threshold for purchased passes is hit. Paying for a costly weekly or monthly pass can be something that happens over time, rather than at once. Riders also have a choice in payment type. Through InComm's VanillaDirect, riders can purchase trips with cash at local retailers.

"The *Journey* app makes it easier for agencies to deliver mobile ticketing to their riders in a way that is simple and budget friendly," says Alex Litchfield, Chief Operating Officer at Bytemark. "The same Bytemark backend that has been deployed across North America is now available to agencies of any size bringing mobile ticketing to riders quickly."

Available on both the App Store and the Google Play store, *Journey* will initially get rolled out to existing partner agencies. Agencies can enhance options for riders through additional functionality. Available features include promo codes to entice repeat trips, Spanish translations, and partner programs for third-party institutions.

The benefits of *Journey by Bytemark* include:
- For agencies: The new app offers fast deployment & configuration, minus custom build costs
- For riders: Intuitive app that allows passengers to easily purchase tickets on their phone
- For everyone: Transit equity with options like fare capping and cash payments

About Bytemark: Founded in 2011, Bytemark provides comprehensive Mobility as a Service (MaaS) and Payments as a Service (PaaS) solutions to cities and agencies around the globe. Bytemark helps partners deliver a seamless and enjoyable travel experience for their riders. The company's core offerings include tools for travel planning, parking management, fare payments, and more. Bytemark holds patents for distributing electronic tickets with visual display as well as electronic ticket validation using proximity detection. Learn more at https://www.bytemark.co.

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