

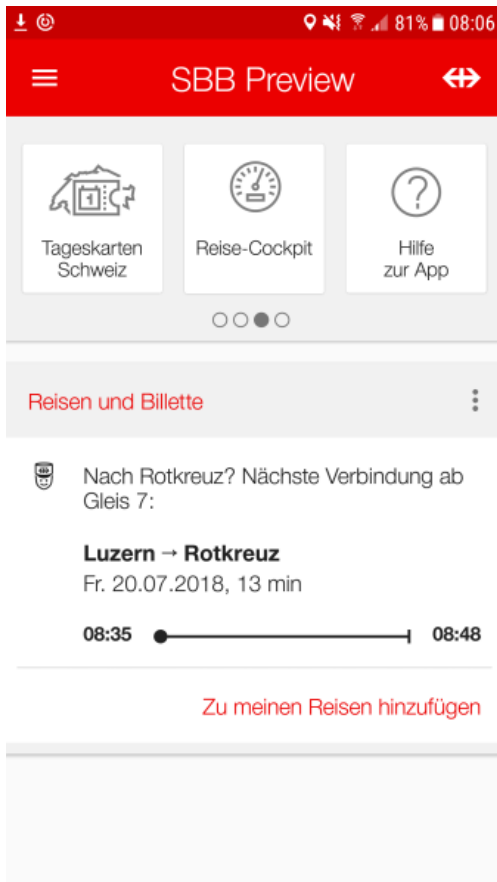


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**INNOVATIONS
AND TRENDS**

Smart MaaS App Solution for public transport operators



Personal Travel Assistant in SBB Mobile Preview

AXON VIBE presents a comprehensive MaaS-Solution for forward-thinking public transport operators and authorities: The Smart Travel Assistant: Create a seamless door-to-door travel experience for each passenger by automatically sending personalized messages (incl. disruption alerts) based on each passenger's unique preferences and context. The Automatic Journey Detection (BiBo): Understand where passengers get on and off various means of transport (be-in/be-out) with the smart location tracking analytics to make the users' journey truly ticketless. The Contextual Moments Marketing: Enable contextual moments marketing and cross-selling of third party services beyond mobility with predictive analysis to develop new revenues for public transport operators.

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Subject to further change