

## **Vix Technology Wins MasterCard Transport Ticketing Technology of the Year Award**

*Vix Technology wins exclusive transportation technology award for advances in contactless payment technology supporting more payment options for transit riders and greater operational advantages for agencies.*

London, UK January 27, 2014 – Transport Ticketing 2014 Conference and Expo yesterday, Vix Technology was announced as the winner of the prestigious Transport Ticketing Technology of the Year. The award recognizes continuing advancements in the fare collection system Vix Technology originally designed and operates for Salt Lake City's UTA (Utah Transit Authority). The award recognizes the advances in applying contactless payment technologies, including support of prepaid contactless card products into the open-payment, electronic fare collection platform called Vix eO (easy and open). The new product is called UTA FAREPAY and is added to the list of existing payment types. Vix continues to leverage advanced contactless technology and the eO system enables riders to pay their fares not only with cards issued by the UTA, the FAREPAY prepaid card, but also with student and employee ID cards, bank-issued credit cards, ISIS mobile wallet and Google Wallets. This new technology is widely available as part of Vix global open payment fare collection offering based on commercially available off the shelf software components.

*"UTA is excited to hear that Vix has been chosen for MasterCard's Transport Technology of the Year award. It is a reflection on Vix's unique open systems approach and the extensibility of the Vix eO platform architecture to be able to handle new payment methods for transit, such as pre-paid cards, so easily. We are eager to continue to work with Vix and the industry as we strive to continually make it easier to pay for and improve the overall transit rider experience,"* said Clair Fiet, UTA's Chief Technology Officer.

The benefits of the Vix eO account-based fare collection system are:

- Fast and hassle-free – no need to carry cash, find exact change, or keep track of paper tickets.
- Lost card protection – tickets and passes are saved in the rider's account, even if the card is lost.
- Easy account management – reload via phone, web, retail outlet, or choose auto-load
- Convenient – buy cards through a large network of retail locations
- Contactless – nothing to swipe or insert, just tap the card or phone on the reader

The Vix system is account-based and the back-office software manages ridership processing – taps, trips, journeys, fare calculations, transfer rules, payment options and handles agency settlement and complex fare rules. For agencies, the value of an open-architecture, account-based solution provides flexibility and ensures a future-proof system that reduces costs and improves performance. *"The Vix eO payment platform is business-critical for our customers. It provides the foundation for a great commuter experience and reduces operating cost for transit agencies. As a result, our systems must be able to effortlessly and rapidly process large volumes of passenger transactions regardless of the payment media,"* said Doug Thomas, General Manager, Americas, at Vix Technology.

About Vix Technology:

VIX is an international provider of market-leading products and services to both the public and private sectors. VIX builds market-leading product development and services businesses that develop and operate specialised, mission-critical solutions for the payments, telecommunications and transportation industries. In the transportation space, Vix is global provider of integrated transit and mobility systems making it easy for people to use and pay for transport.

We design, manufacture, deliver and operate fare management, fleet management and passenger information systems for transit operators around the world, serving over 140 million users in 25 countries and are at the forefront of designing innovative solutions to address public transport needs.

The UTA solution is delivered and managed through our Americas headquarters in Seattle, WA. Other Vix projects include the Hong Kong Octopus Card, Singapore EzLink, and the Melbourne Metcard. The Vix Automated Central Clearinghouse in Beijing is a system designed to process 40 million transactions per day across 28 rail operators. Vix fare collection solutions allow commuters to pay fares using their NFC-enabled mobile devices, transit, bank-issued or prepaid contactless cards. Vix's EFC systems also provide sophisticated public transportation features on demand, such as checking card balances, adding funds and planning and tracking journeys.

#### About UTA:

Established in 1970, UTA has become a multi-modal transportation leader that is 100 percent accessible with a fleet of approximately 600 buses and paratransit vehicles, 470 vanpools, 114 light rail vehicles, 53 commuter rail cars and 18 locomotives. UTA operates in six counties along the Wasatch Front, including 47 miles of light rail in Salt Lake County and commuter rail from Provo to Ogden. In 2013, UTA carried riders on more than 44 million trips. Visit UTA's newsroom [atrideuta.com/news](http://rideuta.com/news) <http://rideuta.com/news>.

###

For more information about Vix Technology visit: <http://www.vixtechnology.com>

[http://www.twitter.com/Vix\\_Americas](http://www.twitter.com/Vix_Americas).

#### Media Contacts:

Toby Holmes

Vix Technology, USA

PH: 206-749-5500

[Americas@vixtechnology.com](mailto:Americas@vixtechnology.com)