

# A NEW WAY TO RIDE JUST GOT EASIER!

## INTRODUCING

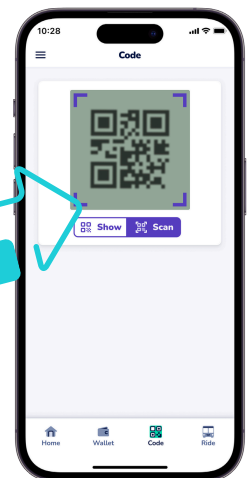


ScanRide provides transit agencies with a flexible solution to accept mobile payments from riders without needing to modify or add in-vehicle device hardware. ScanRide allows riders using Umo App on their mobile device to scan a QR code to pay their fare as they board. This QR code can be readily displayed anywhere on the vehicle to facilitate quick boarding.

### Here's how it works:

1. Download the Umo App.
2. Create an account.
3. Open the app to pay.
4. Scan the QR code to board.

And you're on your way!



As Umo's newest account-based automatic fare collection (AFC) feature, ScanRide requires no onboard hardware, while preserving the benefits of AFC for all participants. Agencies can offer their riders stored value, fare capping, automatic best fares, remote and real-time support – everything associated with modern account-based solutions – without validation hardware.

Umo's ScanRide feature leverages the rider's phone as the validation device using an industry proven QR code payment schema widely deployed in South American, Asian, and European markets. With ScanRide, every vehicle receives a unique Umo-supplied QR code that identifies it in the system.

When boarding, customers use the Umo App to scan the QR code and validate their fare. It's simple, effective, and field-proven. Most importantly, it preserves the benefits of an account-based automated fare collection solution for every stakeholder. Using ScanRide, agencies continue to receive real-time data on fare payments and vehicle boardings.

Through ScanRide, fare payments are made by the rider and enforced by the back office. Operators keep their distance – never handling a customer's phone or squinting to read the details of a pass. Operators do not need to verify credentials for concessions, and they can trust the system to enforce all fare classes automatically. As riders board the bus, the only responsibility of operators is to either audibly recognize the approved boarding through the unique tone emitted by the phone to determine whether a rider is approved to board.

When agencies are ready to deploy validators, they can do so at their own time and pace with no disruption to riders. The agency can blend ScanRide and validating hardware across their fleet and services to optimally balance capital costs with each solution's benefits. And the rider uses the same app, same account, same fare products and stored value across both validation methods. Even ridership history and accrued benefits like fare capping are preserved. Umo makes it possible to seamlessly grow into validators whenever, however the agency prefers while protecting the relationship with the customer across the transition.

## FEATURES

- **Flexible Mobile Payment Solution:** ScanRide enables agencies to validate/read mobile payments without modifying or requiring in-vehicle hardware.
- **QR Code Scanning:** Riders can use the Umo App on their mobile devices to scan a QR code displayed in the vehicle to pay their fare.
- **Zero-Hardware:** No need for additional hardware installations; ideal for low-volume paratransit, on-demand vehicles, and standby fleets.
- **Secure integration:** Provides the same level of security as existing Umo Readers and seamlessly integrates into the Umo platform.
- **Complementary Solution:** ScanRide complements existing Umo hardware and fare payment solutions; a part of the comprehensive suite of innovative offerings.