

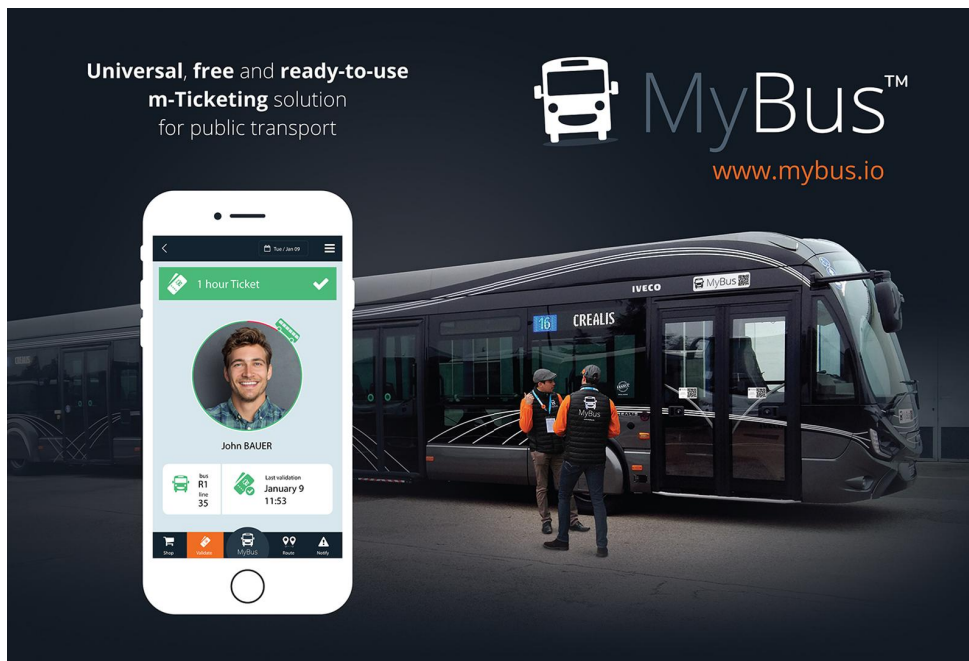


Under Embargo Until  
Tuesday, January 9, 2018 - 6 am EST



## Never Miss Your Bus Again With Mobile Ticketing Solution MyBus

*Tired of outdated transport ticket booths? MyBus makes a commuter's life easier through the first contactless mobile ticket. Simply find a bus, validate using your smartphone, then board!*



**Las Vegas, NV—Tuesday, January 9, 2018—** By 2022, contactless transport tickets purchased via smart wearables will exceed \$1 billion in value<sup>1</sup>. Mobile will become the leading ticket option for passengers, with 87% of transport agencies in North America currently working on implementing mobile ticketing<sup>2</sup>. To anticipate that growing need for better flexibility in public transport, MyBus is a m-ticketing solution where dozens of users can simultaneously buy a ticket and board in seconds. Passengers simply flash a QR code sticker found on the bus or train, which will automatically charge them the most advantageous travel plan fee. All without needing an optical reader machine, cash or an accredited transport card.

Urban areas like New York, Chicago or the Bay Area rely heavily on public transports. MyBus aims to remove the hassle of ticket buying including time wasted queuing, ticket loss, wrong fare choice and more. It simplifies the process by using QR codes instead of physical tickets or cards. QR code scanners are now built-in most smartphones making them accessible and easy to use. It also works within a few seconds and does not require a network to function. In addition, it can be used by several people at the same time from up to 15 feet away from the vehicle. This is a crucial asset in perpetually congested

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<sup>1</sup> [source](#)

<sup>2</sup> [source](#)



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town centers, where buses need to battle traffic to run on time. With this solution, each stop takes less time to process people in and out. "In towns already using MyBus, we have witnessed a reduction by 20% to 30% of the time spent at high traffic stops", explains Franck Raynaud, Co-founder of Monkey Factory.

Thanks to Mybus' algorithm, the app chooses the best payment option to reduce commute spending each month. Unlike a card you can lose, transport data is kept safe in the app in case your smartphone is stolen. Data is encrypted in the app and saved on a server making it easy to transfer the information back onto another smartphone.

The solution is adapted to towns of all sizes to encourage public transport usage. It requires no costly infrastructure installation such as cumbersome terminals or ticket booths. A simple sticker is added to the front of the bus, where users only need to download the official MyBus app. MyBus also provides flexibility for cities to create specific tickets for a trade fair or a concert.

The app also gives access to additional features such as finding the exact bus your friend is in. It aims to build a close knit transport community that is able to share information for better everyday comfort. It can also accommodate any kind of transport including boats, school buses, tourist coaches and more.

"Within five years, paper tickets are expected to be surpassed by smartcards and mobile barcodes. MyBus hopes to offer America the cutting edge of French public transport know-how to drastically reduce the 'commuting fatigue' most public transport users face," explained Frédéric Pacotte, CEO and Co-founder of Monkey Factory.

The solution won a honoree distinction at the 2018 Innovation Awards in Paris in the Smart Cities category and is currently used in more than 50 cities in France. MyBus will demo at CES Las Vegas 2018 in **Sands Expo, Hall G at Booth #51047**. More on their [website](#). For interview opportunities, contact Alicia Eyme at [alicia@oxygen-pr.com](mailto:alicia@oxygen-pr.com).

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#### **About MyBus and Monkey Factory:**

Headquartered in France, Monkey Factory created 'MyBus', a unique m-ticketing solution to change the way people use public transports. Creators Franck Raynaud and Frédéric Pacotte launched the company confident smartphones would soon replace any other means of payment. Coached by Michelin's incubation teams, they designed an app able to create digital tickets for public transport and available for purchase by cities starting January 2017.