



MOTOROLA

Integrating Mobile Devices into the Travel Chain



David Picton
Director, Industry Solutions

Connecting Enterprises

1975



Symbol
Technologies
founded

1980



1st hand held
laser scanner

1989



1st Commercial
Spread Spectrum
WLAN

1991



1st two
dimensional
bar code
scanner



National Medal
of Technology

1998



1st VoIP
WLAN Phone

2002



1st Wireless
Switch

**Motorola has an extensive history of Enterprise innovation
with more than 900 patents for Enterprise products and designs**

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Enterprise Class Connections

Mobile Computing



Advanced Data Capture & 2-Way Radios



Enterprise Networks



CAPTURE

CONNECT

COMMUNICATE

CONTROL

Messaging • Management • Security • Voice

Services • Repair & Maintenance • Professional Services • Managed Services



Mobility Projects



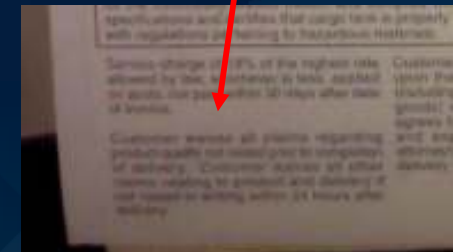
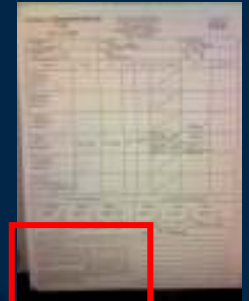
Challenge: Data Capabilities



Changing Needs in Mobile Data Capture:

- 3G WAN – speed and data / voice
- Improved VGA Displays
- Autofocus Cameras
- Integrated GPS – navigation
- Payment accessories
- 1D or 2D Scanning Engines
- Wireless LAN and PAN (Bluetooth)
- Battery Life

Future proof investment



Challenges: Passenger Environment



Performance

- Screen quality, printing quality (home printers)
- Real-time communications – wireless networks

Standards

- Achieving standardisation across:
 - Diverse industries
 - International boundaries
- Integration to Point of Sale equipment

Security

- Fraud: a valuable commodity
- Payment accessories: 'chip and PIN' security
- Security risks (identification)
- Personal data safety and ownership



Project Considerations



Testing the claims – ruggedness, protection
Common platform – multiple applications
Compatibility with back-end ‘legacy’ systems

“By 2010, end user preferences will decide as much as half of all IT-buying decisions ...”

Gartner (2007)

Optimise use of existing databases and applications
Union consultation, skills and training
Sharing the benefits and early involvement

Joining it all Together



Mobile Computing Devices

Scan, image, payment, GPS, Bluetooth

Applications

Flexible, user acceptance

Delivering Truly Wireless Travel Enterprises

Management

Plan, Deploy, Secure

Accessories

Compatibility

Printing

Mobile receipts

Wireless communications

Resilient, Secure



Investment Returns



Technology Investment Returns



Cost Reduction

- Optimise staff performance
 - Productivity, ease, accuracy
- Asset Management
 - Maintenance and 'new buy' reduction
- Control – Service Performance Metrics
- Security – reduction in loss and fraud



Revenue Generation / Brand Protection

- New services to communicate with a 'virtual' generation
- *'Making Every Passenger Count'*
- Passenger experience, loyalty and repeat business
- New products / revenue streams

Secure Online Ticketing – iDTGV



Business Need

- Provide secure online ticket purchases
- Improve customer service and passenger experience
- Improve competitive performance



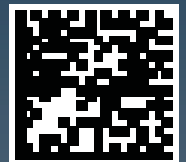
Solution

- MC70 mobile computers
- www.iDTGV.com website
- 2D bar code on each printed ticket



Benefits

- Verification that ticket and passenger are authentic
- Reduced ticket processing overhead
- Real-time information for staff to answer passenger queries
- Personalised passenger relationships:
 - Seat changes, travel preferences, date of birth



The Value of Passenger Loyalty



“... 94% are likely to shop again from an online retailer if they are happy with the delivery of their goods options are a primary influence on consumer choice ...”

Val Walker

Head of Multi-Channel Retail at Royal Mail (2008)

Productivity for 'surge' periods – quick training
Competition – winning and keeping loyalty
Payment accessories – new revenue