

VCUB Mobile: the Bordeaux NFC bicycle sharing scheme shifts into NFC

A LASTING COLLABORATION

In 2010 in Bordeaux (France), Effia Transport (Keolis group) launched a bicycle sharing scheme called VCUB. The system relies on **SpringCard's** couplers to read Calypso and Mifare transit cards.

4 years later, Effia Transport aimed at improving the service: the scheme shall interact with NFC mobile phones for faster and natural gestures.

CUSTOMER'S EXPECTATIONS

The NFC solution shall be:

- ✓ **simple**
- ✓ at once compatible with devices already in use
- ✓ **independent** of mobile phone operators so that the customer keeps full control of the project
- ✓ without cost overrun (then SIM card will not be used)

STAKES

- ✓ Flexibility and simplicity, for members as for tourists
- ✓ Keeping customer's ownership of the project
- ✓ Low cost solution to shift into NFC

A SIMPLE AND OVERALL APPROACH OF NFC MOBILE

SpringCard's ingeneers chose the "peer-to-peer" mode (NFC Beam), available in all mobile phones on the market: this solution enables to do without SIM card.

In Android 4.4 (KitKat) and newer mobile phones, the new

HCE mode (host-based card emulation) runs in order to increase end-user's gestures speed.

The technical solution is quickly agreed-upon and rapidly brought into operation.

SpringCard provided a dematerialised system whatever the mobile phone runs Android, Windows or BlackBerry. And the application fits to the customer journey that Effia Transport designed and obviously sticks to VCUB graphic standards.

CUSTOMER AND END-USERS' SATISFACTION

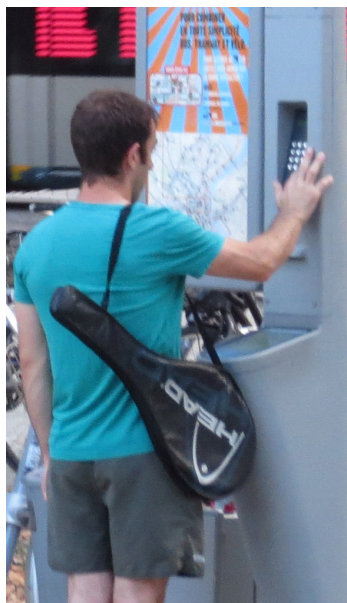
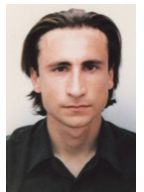
SpringCard's couplers take fully the protocol in charge and Effia Transport's **equipment operates without any changing**. Effia Transport keeps the control on its scheme, without middlemen, and then without cost overrun.

A top level **application** is provided to the end-user, **easy-to-use and fast**, included in his mobile phone that is not lost in the bag unlike the season ticket...

With a number of 30 000 readers brought into operation since 2008, which run in bicycle sharing system, **SpringCard** proves its expertise and its reliability.

« THE CHALLENGE HAS BEEN TAKEN UP QUICKLY AND EFFECTIVELY! »

Erhan, chief information system officer at Effia Transport



Easy VCUB App
Windows version (↕) and
Android version (↗)



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