

Travelling Without a Ticket

Budapest, October 2, 2009 – iziSHOP, the national market-leader in mobile ticket services, is offering a new eTicket technology which will soon allow student ID cards or address cards to be used, besides mobile phones, as transit passes for travel on city buses and long-distance coaches.

Since the beginning of this year, time-based bus tickets and monthly passes, purchased via mobile telephone and charged to bank cards, have been available in Pécs. The country's first and, presently, market-leading service, the iziSHOP mTicket, was developed by Hedz, Ltd. and is jointly run with their financial partner, CIB Bank. iziSHOP's newly developed eTicket will soon allow not only mobile phones, but any ID cards that contain bar codes to be used as tickets or passes, thus making electronic tickets available to all of the traveling public.

The new eTicket combines banking and mobile telecommunications technologies, thus tickets and passes may be purchased not only on the internet and mobile telephones, but also at traditional ticket offices and ticket machines. As was already the case with the mobile tickets available in Pécs, when purchasing a ticket or pass in the new eTicket system, the customer must provide the ID number from a bar coded identification card. This ID number, along with the purchased traveling rights, is centrally stored. When the ticket is checked, it is sufficient to present the ID card. Within seconds, the bar code is read and compared with the centrally stored information. Thus an ID card can be "topped up" with various numbers and kinds of tickets, creating a "virtual travelling card" with essentially an unlimited capacity.

iziSHOP's patented eTicket is expected to cause significant changes in the national public transportation market, as it uses bar codes, which can be found on traditional paper tickets and passes, on ID cards and on electronic tickets purchased on mobile telephones, as the basis for all sales and ticket checking. eTicket's new virtual card system doesn't require the expensive production of traditional transportation passes, although if the need arises, naturally it is capable of accepting and using such passes as well. The new system provides unparalleled opportunities for expansion and a high degree of compatibility. The introduction of the system can be done in several phases and requires minimal infrastructure, thus can be implemented within just weeks. Perhaps in the very near future, a customer will be able to use his student ID card as a monthly pass in Pécs, as a train ticket to Budapest and then as a weekly pass on the transit system in the nation's capital.

Hedz Hungary Ltd. - www.hedz.hu

Hedz Ltd is a software technology company specializing in unique mobile payment and mobile banking applications. Hedz offers public utilities, banks and other service providers with solutions to help increase efficiency through the development of mobile telephone and internet-based electronic channels. The company's main products include the HMB mobile banking system developed for banks, a highly secure authentication system iziSEC, the bill payment service, moBill (www.mo-bill.hu), developed for public utilities, as well as a service developed for transportation and entertainment applications, allowing bank card payments via mobile telephone, iziSHOP (www.izishop.hu).

CIB Bank - www.cib.hu

CIB Bank is a member of Italy's largest banking group, Intesa Sanpaolo. In its 30 years of service, it has developed from an exclusively corporate bank to becoming Hungary's second largest commercial bank, providing complete commercial and investment services to corporations, governmental agencies, companies and private clients. CIB is not only a bank, but a banking group, which includes a leading leasing company and successful investment enterprises. CIB Bank considers the development and support of innovative solutions to be of prime importance, thus is pleased to be the financial partner for a pioneering company like Hedz Hungary Ltd

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