



Vix Technology connects Africa at Transport Ticketing

Delegates at Transport Ticketing Africa 2015 will be given 'tap and go' smart cards by platinum sponsors Vix Technology to access conference events, earn points for treats and competitions while supplying event organisers with statistics regarding delegate engagement at the conference and exhibition.

Around 150 delegates from all over Africa are expected to view and discuss transport innovation and issues at the Transport Ticketing showcase held in Johannesburg, South Africa on 20 and 21 May.

Delegates will earn credits with each 'tap' that can be exchanged for treats on the Vix stand and entered into event competitions.

Matt Beeton, Global Chief Operating Officer, Vix Technology, who is speaking at the event, said: "Vix smartcards and systems are multi award-winning and enjoyed by passengers from Cape Town to Casablanca. We hope delegates will enjoy using their smartcards at the event and can swap 'tapping in' credits for cakes and competitions. Across the world, we help passengers enjoy simplified payment, travel and information for their connected journey and want delegates and exhibitors at Transport Ticketing Africa to experience the technology first hand and benefit from using the card over two days".

Vix Technology, winners of the MasterCard Transport Ticketing Technology of the Year Award UK 2014 for their deployment of a transit open payment system that enables the use of bank issued contactless credit cards for the City Of Cape Town. This has transformed the way Capetonians commute. Chantal Greenwood, Head of Information System & Analysis for the City of Cape Town has been invited as a keynote speaker at the event to highlight their experience in global solution delivery, BRT in Africa and the development of technology in this sector.

Vix together, with South African partner Vix-Questek, will welcome delegates to their joint stand showcasing to their leading solutions and capabilities that are currently deployed in Africa. These include on-transport validators, automatic fare revenue collection and management

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with powerful business intelligence reporting platforms as well as convenient and secure mobile point-of-sale technology across all modes of public transport. Vix-Questek's CEO, Tjaart Kruger who will also be delivering a paper at the conference about the benefits and challenges of operating a bus rapid transit in South Africa. "BRTs have exploded onto the South African landscape as part of an holistic transport plan and will not only drive the transformation of the way we travel but will also expand the value chain en route," said Kruger

Card validators located throughout the venue will allow delegates to 'tap-in' and 'tap-out' as they move through the event and the data will be assimilated by the event co-ordinators to understand the 'load and flow' of attendees during the show. As an added feature, delegates will be incentivised to tap their cards, which will be linked to a conference leader board, credits and prizes. The more delegates tap their cards at the event, the better chance they stand to win.

ENDS.

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About Vix Technology

Vix Technology is an international provider of market leading smart payment systems, services and analytics serving the public and private sector. Vix developed and supports the operation of the world's largest transit based transaction clearing house in Beijing – with 10million transactions every 4 hours, interfacing to 3rd party AFC subsystems from a number of leading global suppliers.

Vix is renowned for delivering flagship transportation ticketing/payment and real-time information solutions in over 200 cities and regions around the world including Cape Town, Casablanca, Stockholm, Rome, Seattle, Salt Lake City and throughout the UK and Ireland.



About Vix-Questek

Vix-Questek is South Africa's leading provider of intelligent transport solutions for public transport sector, with over 26 years' experience in the sub-Saharan market. Based in Johannesburg, Vix-Questek's solutions for Automated Fare Collection and Revenue Management, Fare Evasion, Fleet Management and Vehicle Security and Surveillance are driven by the powerful VixView business intelligence reporting platform that transforms the way operators manage their businesses. Along with this, Vix-Questek has an extensive support and maintenance infrastructure in place to support their customers in the field.

About Transport Ticketing

Transport Ticketing Africa is a debut event for the African Continent uniting transport operators from across Africa to build a seamless journey and make public transport the natural choice for passengers. CEOs and heads of ticketing, passenger experience, operations, finance, IT and marketing will be in attendance from governments, transport operators and technology and system integrators. Attendees to the Johannesburg event include representatives from South Africa, Ghana, Nigeria, Uganda, Mauritius, Tanzania, Liberia, Swaziland, Sudan, Kenya, Bangladesh, Gabon, Madagascar, Cote D'Ivoire United Kingdom, France and United States.

Further details about the event are available at www.transport-ticketing.com/PR.