

SMART:myOperation – Mobile POS

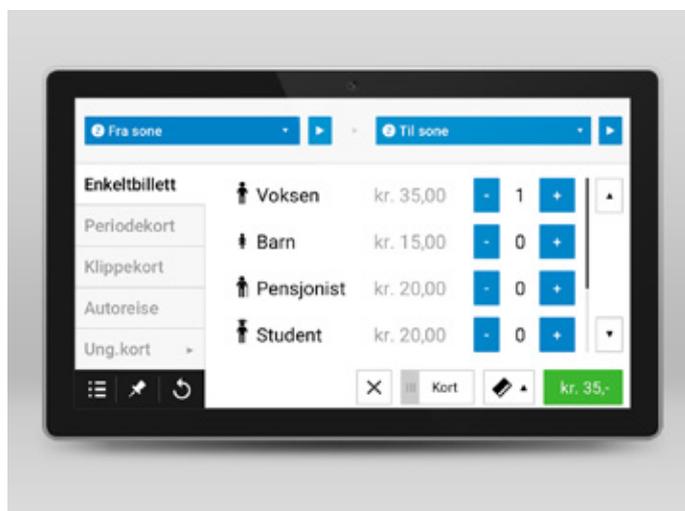
A mobile sales office in a tablet makes it easier to sell tickets

SMART:myOperation – Mobile POS Light is an application on a device that helps PTAs easily set up new point of sale. They can use Android's NFC to easily sell tickets to travel cards, read travel card content and print paper tickets and receipts. The Point of Sale Light is a full service point of sale in a tablet that can be used anywhere where there is an Internet connection.

- **Easily sell tickets to new groups of passengers:** By going to sell and manage tickets where large groups of potential passengers are, you can increase sales and improve your passengers' purchase experience.
- **Quickly set up a point of sale:** The software is easy to install, making the set up quick for the representative.
- **Simplified interface:** A new user-friendly interface makes full-service operations easier for the representative.

Easily sell tickets to new groups of passengers

Normally the influx of new people to for example a university campus leads to long queues at bricks-and-mortar locations. The delays frustrate both new and existing customers. Point of Sale Light solves this problem. The PTAs can send a representative to where the potential passengers are, such as a campus, with a Point of Sale Light in their backpack.



The ability to easily set up a ticket sale point brings PTAs closer to the passenger, which increases ticket sales and makes a more pleasant purchasing experience for the passengers.

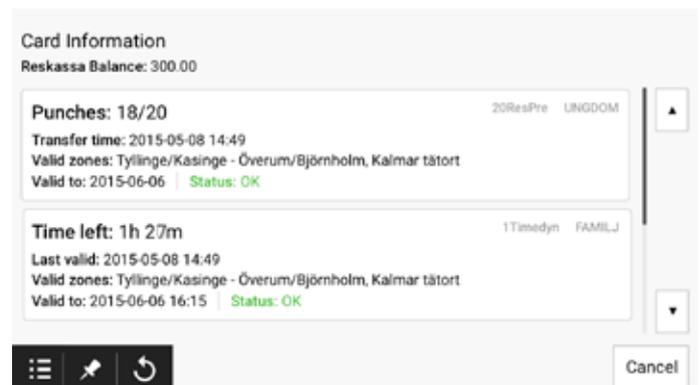
The solution supports selling tickets to MIFARE DESFire, MIFARE Ultralight and paper. Supported payment methods are cash, travel purse and credit/debit cards.

Quickly set up new point of sale

The Point of Sale Light needs limited space and equipment. It can easily and quickly be set up to provide a new sales channel in any location. Passengers can buy tickets on travel cards and paper. The solution also lets passengers read his or her travel card information.

Simplified interface

FARA installed the Point of Sale Light in a light Android tablet and added an external payment terminal and printer. The software is easy to install. As long as the device has internet access either through wireless, 3G or 4G, tickets can be sold anywhere. The solution is connected to the cloud.



To learn more about
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