Cubic Mobile Suite

The Future of Multimodal Transportation

CUBIC™ | Transportation Systems

Cubic Mobile Suite

Ushering in the future of multimodal transportation through a customer-branded mobile application suite and a fully integrated user interface.

Cubic's Mobile Suite provides complete user account management, mobile operating system agnostic functionality and accurate real-time information, backed by our field-proven back office systems.

The Evolution of the Complete Solution

The Cubic Mobile Suite delivers Cubic's latest innovations to large and medium-sized transit agencies, providing multimodal travel services to a single agency or in cooperation with other operators. This state-of-the-art collection of mobile apps enriches the travel experience industry wide via:

- **Cubic Mobile for Travelers**
- **Cubic Mobile for Inspectors**
- **Cubic Mobile for Merchants**

Cubic Mobile Suite users benefit from a multitude of integrated features that make travel easy in every way.

A Heritage of Global Transit Leadership

Cubic has leveraged its global resources and industry expertise to create a new solution uniquely benefiting from the insight gained through supporting the needs of large, medium and small agencies worldwide. This expertise, combined with a field-proven portfolio of innovations and solutions ensures that Cubic solutions continue defining the most advanced transit environments in the world.

A Rich and Open Ecosystem for Transit

The Cubic Mobile Suite provides a broad range of seamlessly integrated functionality that adapts to meet the needs, wants, and expectations of agencies, passengers and retailers. The collection of apps connects with an open ecosystem of solutions, products, and services provided by Cubic, Cubic-certified partners and third parties.

An Integrated Suite of Mobile Apps

We built an ecosystem of tools and functionalities into three apps that benefit travelers, inspectors and merchants. Add the flexibility of incorporating a comprehensive back-office system and you achieve the best possible transit experiences.

Modernizes Multimodal Transit

By seamlessly integrating multiple modes of travel, the Cubic Mobile Suite empowers travelers and providers to efficiently get the most out of their transit systems. Leveraging mobile technologies like Near Field Communication (NFC) and Bluetooth Low Energy (BLE), the Cubic Mobile Suite is able to accelerate transit operations to the speed of life.

Trusting Emerging Technology

Cubic's longstanding heritage of innovation started long ago with the decision to trust in new technology. The evolution of travel is made possible by better hardware and smarter software, our commitment to consistent improvement stands true today.

Creates a Travel-Centric Community

People inspire community by creating needs that companies work to satisfy. Cubic, with its Mobile Suite, fosters an industry community focused on efficient functionality and ease of use.
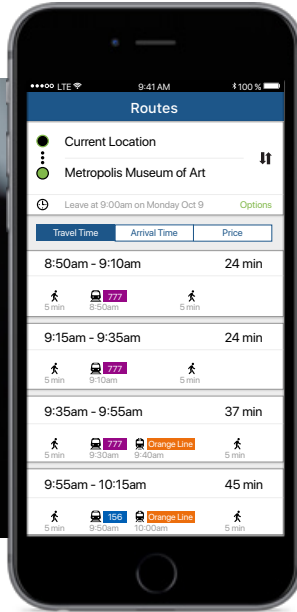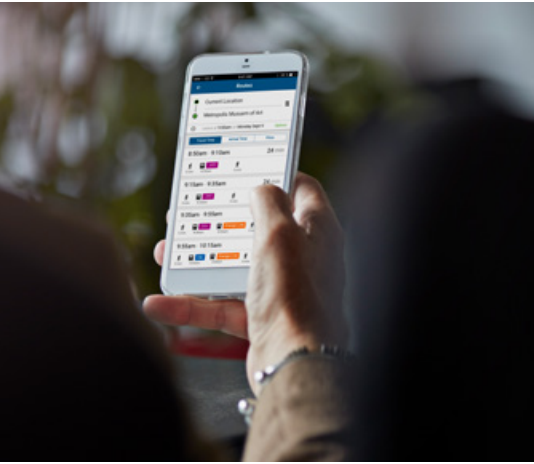

Improves Analytics and Reporting

Fueled by diverse rich data sources, the Cubic Mobile Suite improves many aspects of the transit industry, such as ticketing, payments and operations, while industry-standard privacy measures protect and anonymize your user data.

Providing Industry Best Practices in a Custom Solution

Cubic Mobile Suite has the flexibility of providing a custom-tailored solution backed by field-proven best practices incorporating transit Industry standards.
By adopting the Cubic Mobile Suite, operators mitigate risk by leveraging successful, field-proven technologies from agencies worldwide.
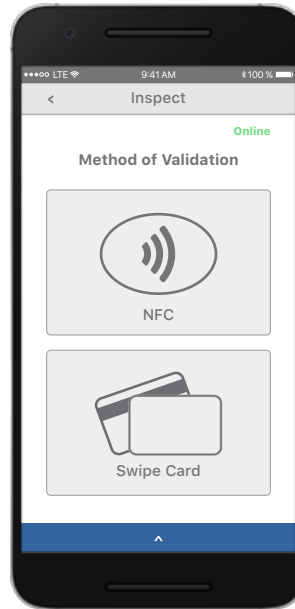
Cubic Mobile for Travelers

A compelling, cross-platform mobile application designed with transit agency passengers in mind.

- Provides multimodal mobile ticketing
- Smart trip planning
- Complete account management
- Agency-branded application
- All required back office services

Cubic Mobile for Inspectors

An intuitive mobile app designed specifically for ticket inspectors and other employees.
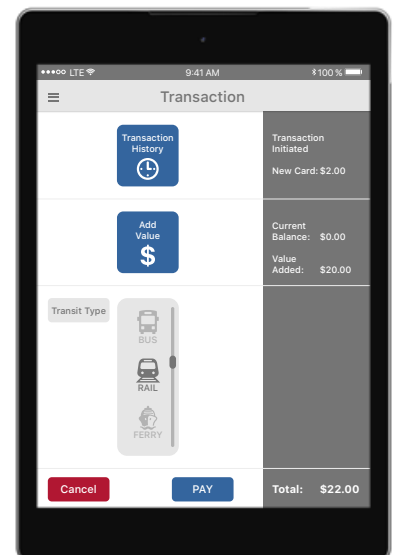
- Enables ticket inspection and validation
- Processes ticket sales and fines
- Increases operational efficiency
- Increases ticket revenue
- Easily deployable system

Cubic Mobile for Merchants

A mobile app designed with transit agencies and their retail network partners in mind.

Enables transit agencies to sell fare products through a dedicated network of retailers, increasing the number of locations where travelers are able to purchase fare products in a quick and convenient way.

NextCity – building a smarter tomorrow

The Cubic Mobile Suite is inspired by NextCity, Cubic's vision for city management and integrated traveler payment and information that centers on three core principles: the delivery of an integrated customer experience, one account and integrated operations and analytics.

As the world's population moves to urban centers, the result is greater traffic congestion, frustrated travelers and lessened productivity. Intelligent and actionable information is the key to ensuring that everything is running as smoothly and efficiently as possible within the travel networks – and will empower travelers to make smarter, more informed decisions based on facts. NextCity provides a roadmap for a coordinated framework – using legacy and emerging payment methods and information systems to integrate all travel information and payment, customer experience, operations and analytics in the region for all modes of transportation.

The NextCity vision is built on a model for real-time data gathered across a transportation network through payments, sensors and other touchpoints, increasing travel efficiencies without losing individual authority flexibility. For travelers, this means personalized, actionable information sent directly to their mobile device, all supported by a single account to pay for their entire trip.

Cubic – a leader in intelligent travel solutions

At Cubic, we believe our identity is intrinsically linked with our customers, and the people our customers serve: how they get from one place to the next – how that impacts their lives, their fellow travelers and their cities – and how it feels along the way.

That's why we're passionate about developing transportation solutions that improve the way we move throughout cities. Innovation is in our culture, and our history speaks for itself. In our 45-year history, we've delivered public transportation fare collection systems to over 450 operators, including 20 regional back office systems, and traffic and transportation management systems for major cities and regions on four continents.

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