



Moving Los Angeles Forward

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LADOT ANNOUNCES FIRST DEMONSTRATION OF MOBILE TICKETING IN SOUTHERN CALIFORNIA

LOS ANGELES, CALIFORNIA (February 6, 2014) – The City of Los Angeles Department of Transportation (LADOT) will become the first transit service provider in Southern California to demonstrate a mobile ticketing application that will allow riders of LADOT Transit Services to pay for their transit fares using smart phones with the signing of a demonstration agreement with Portland, Oregon-based GlobeSherpa.

Los Angeles Mayor Eric Garcetti hailed the demonstration as one of the many steps by his administration to provide the highest level of customer-oriented service to the public, "The days of needing exact change for the bus are over. This technology makes the rider experience easier and more convenient and is a great example of how innovation can provide better customer service and save money for the city."

LADOT chose GlobeSherpa to demonstrate a mobile ticketing application that is simple to use while providing safe transaction processing. Riders on LADOT's DASH and Commuter Express service will be able to purchase passes and tickets directly from their smartphones. The demonstration will begin in Summer 2014 on LADOT Commuter Express and DASH services.

The LADOT/GlobeSherpa mobile ticketing application will include the following features:

- Ability to purchase, store, and use single or multiple LADOT fares on one mobile device
- Customized animated ticket and QR-code support for easy authentication
- Capability to register and save more than one credit or debit card
- eCommerce website for online ticket purchases and account management
- Inspector Application for LADOT personnel to verify mobile tickets
- Future support for TAP accounts and employer benefit programs

GlobeSherpa CEO Nat Parker stated: "Mobile ticketing is the first step in the revolution of mobile payments for transit fare collection. Smartphones and smart devices will increasingly replace cash and flash and magnetic stripe passes used by transit riders today. We are thrilled to be working with LADOT on this pilot in the City of Angels."

About LADOT

LADOT is the second largest provider of public transit services in Los Angeles County delivering more than 26,000,000 rides in fiscal year 2012-2013. LADOT provides express bus, local circulator bus services and transportation options for seniors and the mobility challenged. For further information about LADOT Transit services, riders can call the LADOT Transit Store at (213, 310, 323, 818) 808-2273 or visit www.ladottransit.com. For more information about the Los Angeles Department of Transportation, please visit www.ladot.lacity.org.

About GlobeSherpa

GlobeSherpa provides a secure mobile ticketing platform for transit agencies, parking lot operators, and event management companies with open payments, open data, and mobile fare collection solution. For more information about GlobeSherpa please visit www.globesherpa.com

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