

ASK, as the 1st historical supplier of Navigo Pass, enables all public transport users to travel in Paris.

Hop in the metro, RER, bus, tramway and even Vélib' with ASK card!



SECTOR	Transportation
ACTORS	RATP, SNCF, STIF, OPTILE
CHALLENGE	Offer durable products to meet public transport constraints
SOLUTION	Dual cards (contact/contactless) or contactless cards for all users
RESULTS	Seamless traffic, infrastructure cost control and innovative technology.



Key figures

- More than 10 million people and 3 billion trips a year on the RATP network in Ile-de-France.
- 284 million trips per year on OPTILE networks
- Over 4.5 million customers holding a Navigo Pass
- **2.6 million cards delivered by ASK.**
- **100% Vélib' cards delivered by ASK**

« ASK supplies the 1st contactless smart cards in Ile-de-France in 1998 »

Challenge

Paris and the Ile-de-France region needed to update their aging magstripe ticketing system, to improve ROI and user convenience, and to fight counterfeiting that reached over 110 million Euros (15%) in 1999. Paris, French capital city, has nearly 12 million inhabitants and welcomes more than 25 million tourists per year. Thanks to contactless technology, Paris greater area ever growing transport network, improved the global system management.

Solution

In 1998, ASK delivered the first contactless cards, the future Navigo Pass, to RATP personnel. It was the pilot project before rolling out. The first monthly Navigo Passes were delivered in 2001, to ensure easy access to all means of transport, new services, increased security and speed. The monthly Navigo Pass, replacing the Orange card, was rolled out in 2006.

Pioneer and first supplier in volume of all contactless cards in Ile-de-France, ASK allows users to travel on all public transports: buses, metro, RER, tramway, trains, regional express train (TER) and self-service bikes, Vélib'. Today, 60% of Navigo passes and 100% of Vélib' cards are delivered by ASK. ASK also supplies readers and couplers in Paris.

ASK multimodal dual interface cards include:

- Monthly Navigo Pass:
 - Since 2000, the Navigo Pass is a dual interface card (contact/contactless) to travel in Ile-de-France region:
 - *Intégrale* is the regular monthly pass to travel over the 6 zones of Paris greater area
 - *Imagin'R* is the monthly pass dedicated to high school and university students under 26 years old.
- Contactless smart cards for the national police.
- RATP employees' access control card
- Velib' cards for self-service bike rental. All Vélib' cards are manufactured by ASK.
- Anonymous "Passe Découverte"

ASK terminals include:

- Hand held readers for controllers.
- Couplers
- Reloading terminals for points of sales.

