

Saturday-Sunday, August 16-17, 2008



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Cashless MRT ticketing through text messaging

By Roderick T. dela Cruz

Using German technology, Omni Prime Marketing Inc. has launched a ticketing system on Metro Rail Transit 3, using cell phones instead the time-consuming practice of lining up and paying cash for magnetic cards at station counters.

Omni Prime president Annabelle Margaroli, in yesterday's briefing at Trinoma shopping mall in Quezon City, said the system is being piloted on the Edsa-Baclaran line to be applied later to bus, shipping and airline tickets.

The exclusive distributor of Gravitec, Omni Prime has partnered with the Metro Rail Transit Corp. for the Juan Card MRT e-wallet, a mobile-based debit card that allows tickets to be purchased through SMS, thus avoiding long queues amid the growing number of riders.

The MRT e-wallet is an offshoot of the partnership between Omni Prime and local credit guarantor MMO Card Corp.

MRTC operations head Ronilo Bacolod said the cashless ticketing system was designed to cut the passengers' waiting time to buy magnetic cards at crowded

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Transport Ticketing

vending machines and counters.

Gavitec, a German firm that manufactures code readers, has devised a way for registered users to make transactions through their cell phones. After each transaction, the user receives a confirmation and a two-dimensional bar code.

The user then goes to the specified establishments where the Gavitec code reader scans the cell phone then prints out a ticket for the ride.

Commuters may purchase the P100 MRT e-wallet from Omni help desks at MRT stations to register and start loading through SMS.

Omni Prime said the ticketing by cell phone would be expanded to the Light Rail Transit and public buses.

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