

eurotransport
issue 3/2017
June 2017



ATRON lands major contract for eTicketing in Hamburg

Hamburger Verkehrsverbund (HVV) plans to implement a comprehensive eTicketing system. All buses operating within the Hamburger Hochbahn AG fare zone and its subsidiary companies – as well as the buses operated by the Verkehrsbetriebe Hamburg-Holstein GmbH and its affiliates – will be equipped with an entry control and sales system by ATRON. This solution benefits both passengers and public transport authorities by enabling efficient boarding control and fast ticketing procedures by means of the HVV card.

In a joint procurement process, Hamburger Hochbahn AG and the Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) have commissioned ATRON electronic GmbH to equip their vehicles with eTicketing solutions. The contract encompasses the delivery of 3,600 ATRON ACT 420 Smart Card Terminals (pictured) and 1,800 AVT-series Driver Terminals.

Hamburger Hochbahn AG buses and its

subsidiaries¹, as well as the vehicles of the VHH and the affiliated companies², will be equipped with a combined control and sales system in the first and second stages. The Driver Terminal shows the driver the results of transactions made via the Smart Card Terminal, so that they can provide active sales support, if needed. Thanks to an intuitive touch-screen, a quick card reader, and efficient software, determining the validity of tickets is a speedy, simple, and convenient process. The HVV-Card also enables passengers to directly purchase tickets themselves. All components are reliably connected to the central eTicketing system via ATRIES – the ATRON background system.

References

1. The subsidiaries of HOCHBAHN are the Süderelbe Bus GmbH and the Friedrich Jasper Rund- und Gesellschaftsfahrten GmbH.
2. The affiliated companies of the VHH are the KViP – Kreisverkehrsgesellschaft in Pinneberg mbH, and the RMVB – Ratzeburg-Möllner Verkehrsbetriebe GmbH.