



UK's first major rollout of cEMV outside of London commences in Oxfordshire

180 Stagecoach buses in Oxfordshire begin accepting contactless payments with Vix Technology's solution

14 November 2016, Oxfordshire, UK – Vix Technology has commenced the rollout of contactless EMV payment systems across Stagecoach buses within the UK. The first stage of the project has launched in Oxfordshire, with contactless payments now live on all of Stagecoach's 180 buses in the county. It covers Oxford City services, commuter routes into Oxford and Oxford Tube express services, which run to and from London 24 hours a day.

Providing the first major use of contactless technology on buses outside of London, the retail model underpinning the system provides a cash alternative to transport operators without needing to artificially manipulate fares, providing unique benefits over the capitals' flat fare scheme.

Across the UK, cash payments continually act as a barrier for public transport adoption, reduce convenience, create logistical problems and often cause queues on board. Prior to Vix Technology delivering the contactless EMV solution for deployment on Stagecoach buses within the UK, the operator was only able to accept cash payments from passengers when buying directly on the bus.

The ticket machines deployed on board enable the purchase of paper and smart products onboard the bus, using contactless credit or debit card, as well as Apple Pay and Android Pay, for no additional charge, making it easier than ever for passengers to catch the bus.

Vix continues to work with Stagecoach to equip the remainder of its fleet over the next few years, rolling out cEMV payments on all 7,500 regional buses in England, Scotland and Wales, hugely benefiting major urban areas, as well as rural and island communities.

ENDS



About Vix Technology

Vix Technology has been designing, delivering, operating and maintaining some of the world's leading transit ticketing systems for the past 30 years. With innovative smart booking, ticketing and secure payment systems, Vix has helped make public transport more accessible and more cost effective to operate. Vix has customers in 200 cities across the globe and is passionate about providing a better customer journey for passengers.

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