Aaron Ross calls on industry to move faster for passengers

EMEA managing director of Vix Technology delivers keynote speech at Transport Ticketing Global

25 January 2017, London, UK – Delivering the keynote speech at Transport Ticketing Global in London today, EMEA Managing Director of Vix Technology, Aaron Ross, challenged the public transport industry to increase the speed of innovation to meet the changing expectations of consumers.

Highlighting how technological natives are used to newer, more dynamic ways of purchasing and using public transport, Aaron called on delegates to help ensure the public transport industry doesn't continue to lag behind the promise of technological revolution.

Following his address he joined a global city panel discussion on what the connected vision looks like for public transport, featuring senior transport representatives from the Barcelona, London and Singapore.

Transport Ticketing Global is an annual conference and exhibition for the public transport community, taking place on the 24th and 25th of January. The largest event solely devoted to transit ticketing, both from a technology standpoint and political one. Vix Technology is the headline sponsor, also supplying an advanced RFID ticketing solution for the event.

Adrian Kelly, Vix Technology's global head of product, also spoke at the conference, leading a packed session advising delegates on how the industry must navigate along the journey to creating a single market for Mobility as a Service (MaaS).

On day two, Vix Technology's head of solutions, David Jacobs, was featured on a popular panel discussion that focused on which public transport technology solutions will be dominating city centres in the next five years.

Closing both days was a dragon's den style competition, featuring start-ups from across the industry that each had the chance to deliver a short presentation on their product or service, to then face scrutiny from a panel of judges, which included Aaron Ross.

Around 800 delegates attended this year's show, an increase from the 2016 show, as the event continues to grow each year.

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.

Vix Technology Media Contact:
Grant Lee, grant.lee@vixtechnology.com