



ECOMOTION
SMART TRANSPORTATION COMMUNITY



כנס תחבורה היום ומחר, נובמבר 2017



2012: EcoMotion Smart Transportation Community





The EcoMotion Vision

To position Israel as a global innovation center
for Smart Transportation



EcoMotion

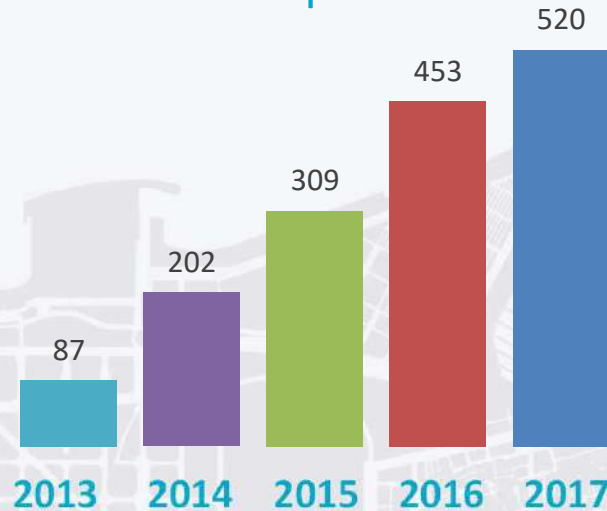
Smart Transportation Community





2013-2017

Israeli Smart Transportation Start-Ups





ECOMOTION

SMART TRANSPORTATION COMMUNITY

**Connected &
Autonomous**



**Electrification
& Energy**



**Urban
Mobility**



**Drones &
Aviation**



**Shared
Mobility**





6th ECOMOTION MAIN EVENT ** May 23rd 2018**

EcoMotion 5th Main Event:

- 1460 Attendees
- 280 Start-ups
- 250 International guests
- 240 B2B meetings
- 109 International companies
- 70 Start-ups in the exhibition
- 1000 Liters of beer





Current mission – Innovation Implementation!





Orlie Dahan

Executive Director

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Move different

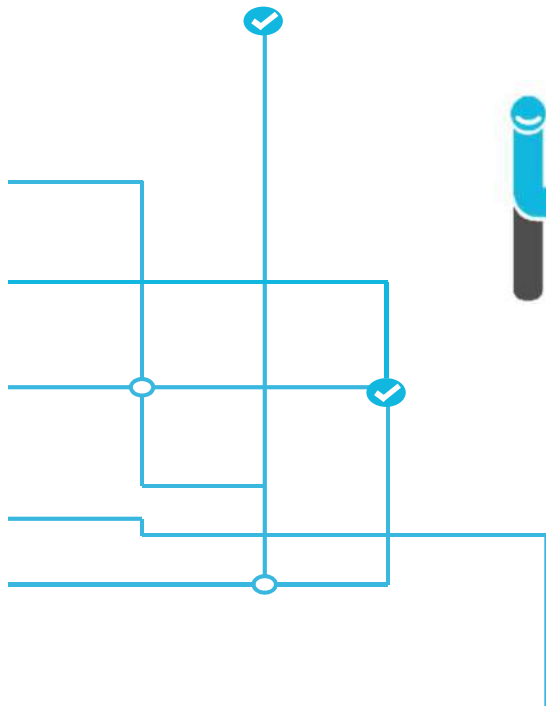


ECOMOTION
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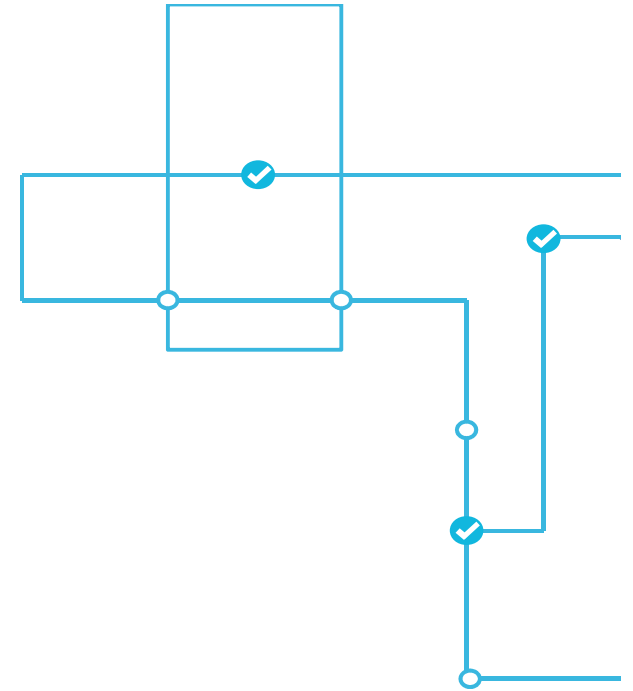
HopOn

Amir Rosenzweig, CEO



HopOn

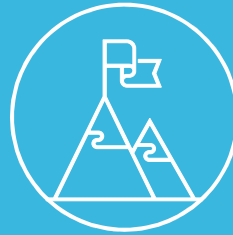
Travel smart



AWARDS & RECOGNITION

	W2NYC GLOBAL INDUSTRY CHALLENGE	 amazon web services™ AWS summit 2014	 verizon POWERFUL ANSWERS AWARD	 TRANSPORT TICKETING & PASSENGER INFORMATION GLOBAL AWARDS	 STARTUPAUTOBAHN powered by PLUGANDPLAY	 FinTech Village Powered by ING
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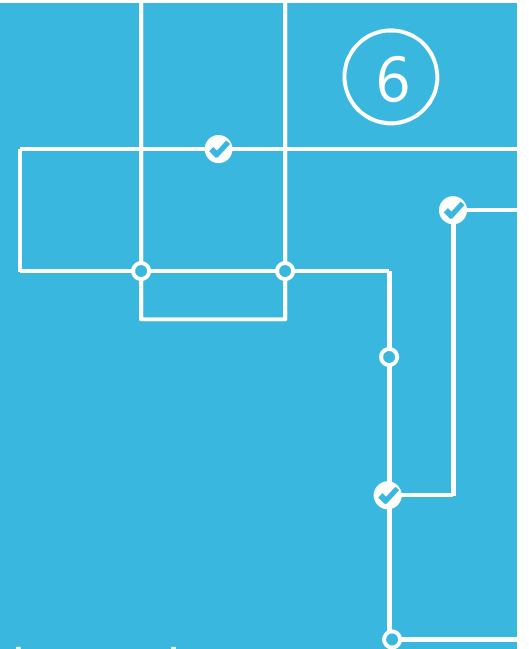
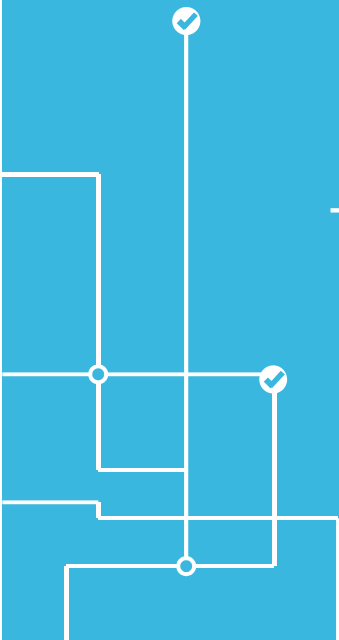




HopOn's Vision

To modernize the experience of ticketing through real time seamless mobility and to transform the mass transit industry through analytics and **Big Data**

6

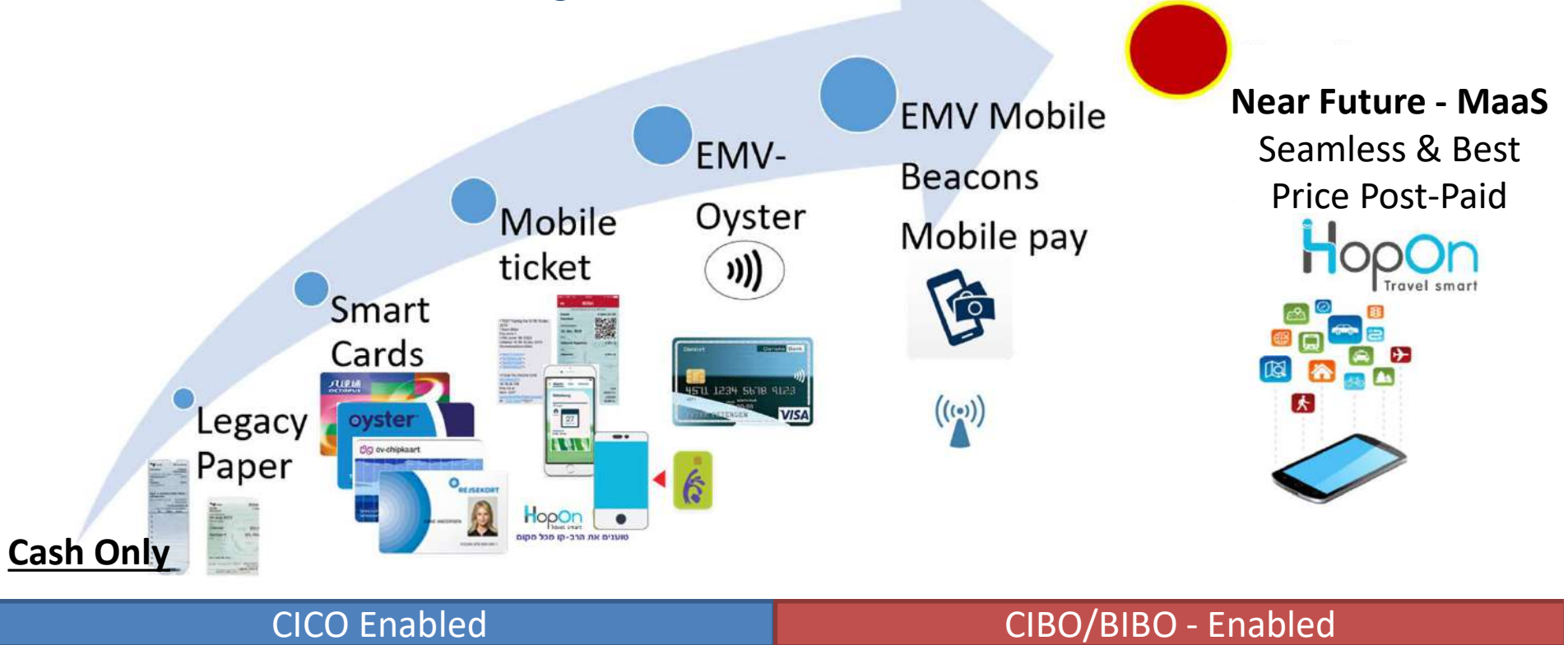


Transit Ticketing Evolution



From:
Operator Oriented –
“Use Our Ticket” - “Pull” Ticketing

Towards:
Customer Oriented –
“Use What You Have” - “Push” Ticketing



— Welcome to the "Hardware Free"
Future



\$2,000
Ticket
Validator



\$30,000
Ticketing
Machine

VS



\$50
HopOn
Beacon

HopOn's Technology Flow

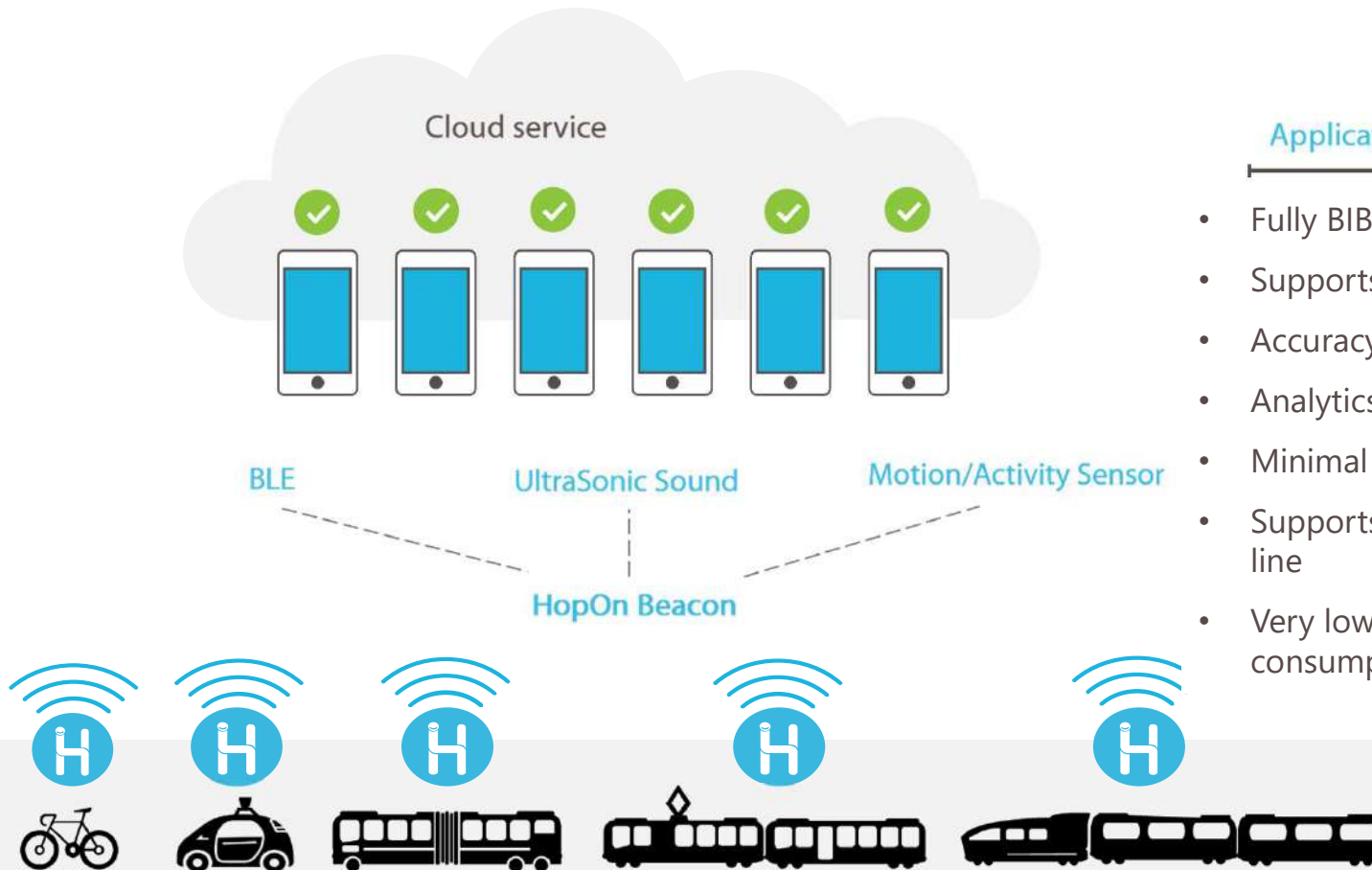


Applications include

- Fully BIBO enabled
- Supports Post-Paid
- Accuracy > 99.7%
- Analytics
- Minimal time for Validation
- Supports both Off-line & On-line
- Very low battery consumption



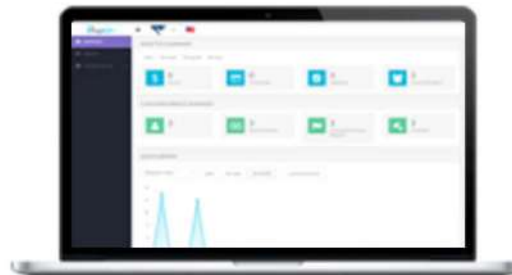
SERVICE LEVEL 1



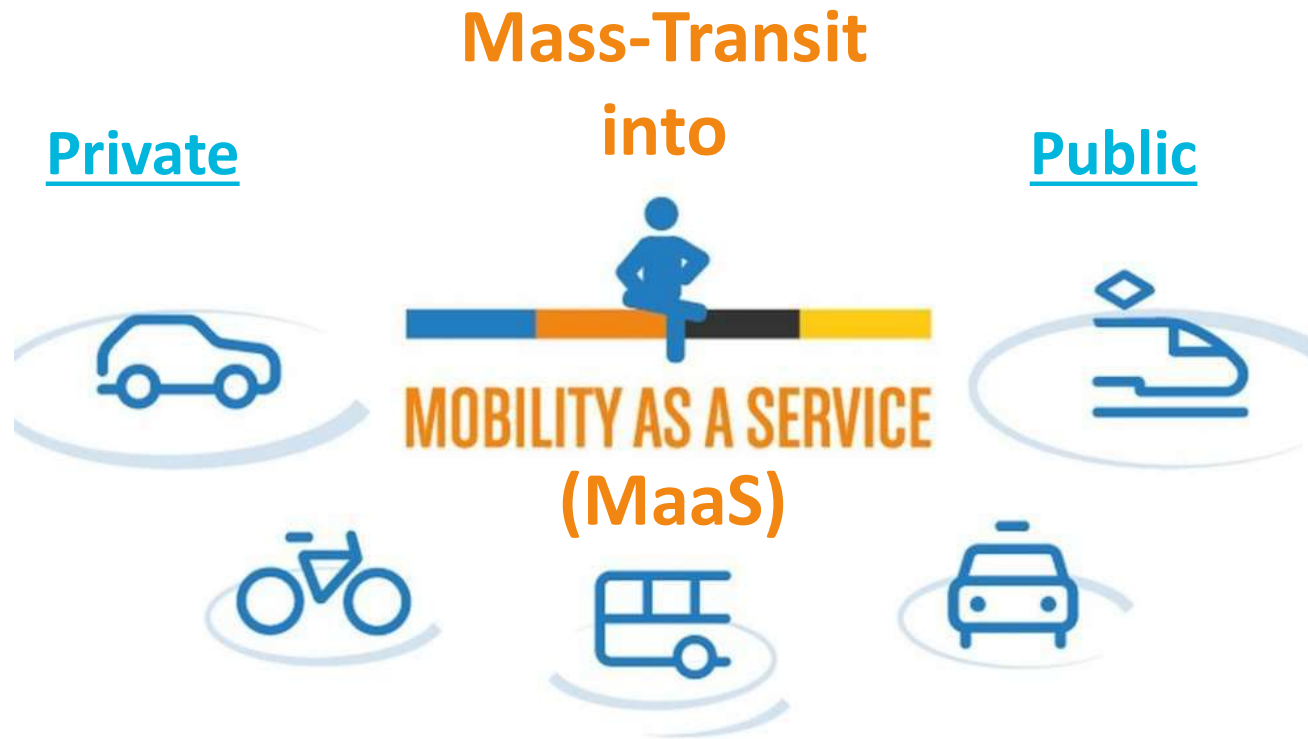


Consumer App/SDK:
Cross Platform and Device Agnostic

Back Office System:
Creating Brand New Opportunities in Big Data

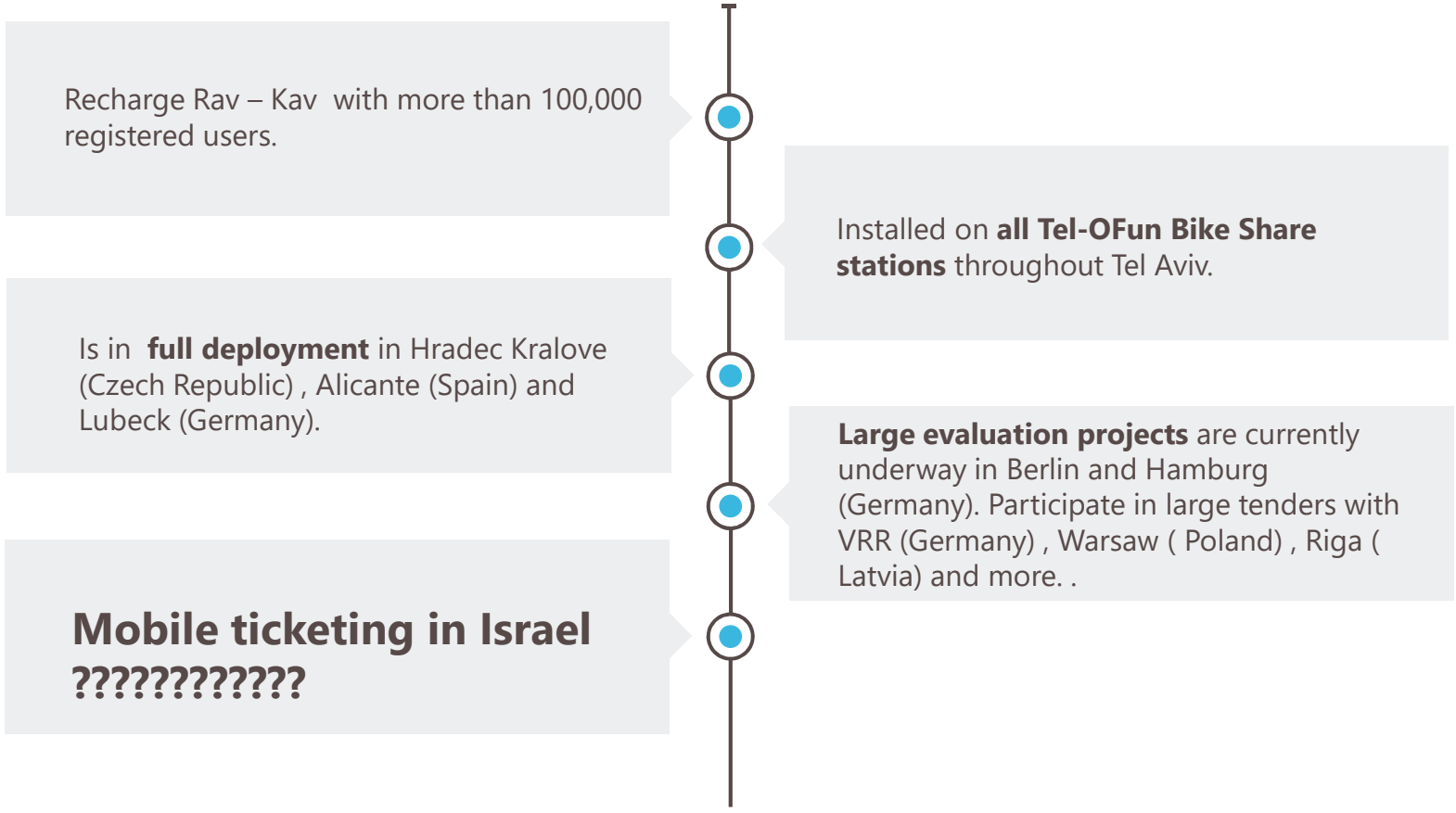


HopOn Inspect:
Fraud Prevention and Risk Management Tools



Seamless Ticketing

—○ Developments to Date ○—



Travel Smart

From Cash to Electronic Payment

From Hardware-based solution to Software-based solution

From Pre-paid to Post-Paid / Best available price

From Pull to Push

From "Card-Centric" to Account Based Ticketing

Seamless
Travel

Seamless Mobility and Big Data

Thank You



The image features a stylized city skyline in the upper half, composed of white line-art buildings. Above the buildings are several blue clouds and a blue airplane icon. Below the skyline, a series of colorful lines (yellow, green, blue, red, purple) are drawn across the frame, resembling a network or data paths. The background of the entire image is a light gray map of a city grid.

Routevalet

Motti Sigel, CEO

ROUTEVALET



THE APEX OF MOBILITY

Presentation for Ecomotion:

תחבורה היום ומחר

November 23rd 2017

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