

## PRESS RELEASE

### **Stuttgart and region become SmartCity pioneers**

- **The Stuttgart Service Card enables easy access to mobility solutions and other services**
- **Through the development and manufacture of the multifunctional card, exceet is making an important contribution to the project**

**Stuttgart/Munich, November 18, 2014 – One of the most important future tasks for growing cities and municipalities is ensuring the provision of environmentally friendly and people-oriented mobility for everyone. With the development of the Stuttgart Service Card, this future has already become reality for Stuttgart and its surrounding regions. The aim of the project is the linking of mobility services and urban offers such as public transport, car and bike sharing, right through to access to libraries and public swimming pools, as well as the provision of a payment and bonus function using just a single card. Thanks to their know-how in the fields of card technology and services, the experts at the exceet Card Group are making a significant contribution towards the realization of an important part of the project.**

With the development of the Service Card, Stuttgart Services has created a sustainable concept for the organization of urban mobility aimed at making Stuttgart and the region “smarter” and to provide the best possible public services. Through intelligent, networked, sustainable and simple (electric) mobility, the Service Card plays a key role for Stuttgart and the entire region. Additional benefits for the citizens are improved quality of information and time savings through central service processes via the B2C portal.

In order to make the mobility services easy to use for the customer, the Service Card acts not only as a ticket for local public transport, but also for the use of e-mobile sharing vehicles such as, for example, car2go. Additionally, the Service Card supports a multitude of services provided by the city of Stuttgart. By means of an integrated payment function administered by the BW Bank and exceet, the card can also be used internationally for making purchases wherever MasterCard is accepted. Furthermore, the card can also be used for contactless payments at all MasterCard PayPass terminals. Consequently, the Service Card is thus the first card in Germany which successfully unites ticketing, access and payment.

Under the leadership of the Stuttgarter Straßenbahnen AG (SSB), 22 partners are currently working on this complex networking project. Through the development and manufacture of the multifunctional card, the experts from the exceet Card Group are making an important contribution towards the realization of the project. As one of the pioneers in the field of multifunctional cards, exceet has already successfully conceived and implemented a large number of projects in the ticketing, banking and transportation sectors.

“The intelligent city of tomorrow is closer than you think. Those responsible for the project recognized this long ago,” says Robert Wolny, CEO of the exceet Card Group. He adds: “Urbanization, globalization, demographic change and climate change place ever greater demands on a city, but also create huge opportunities to deal efficiently with energy, materials and people. Making the most of these opportunities should be the objective of a SmartCity.”

### **About the Stuttgart Services Project**

The Stuttgart Services project is developing a single gateway to electro-mobile and urban services with the Stuttgart Service Card and the multi-modal and inter-modal information and booking platform (B2C portal). Thanks to the low access barriers, users are motivated to make use of the services. This strengthens the sustainability network (walking, bicycle, car sharing, bike sharing and private electric vehicles) and drives electro-mobility forward for the long term. There are 22 partners working on this complex networking project in a consortium led by local transport operator Stuttgarter Straßenbahnen AG (SSB).

### **To the Electro-mobility Showcase**

The Stuttgart Services project is one of around 40 projects of the Baden-Württemberg Showcase “LivingLab BW<sup>e</sup> mobil.” The project is being funded by the Federal Ministry for Economic Affairs and Energy, as part of the federal government’s Showcase Initiative, and will receive 9.5 million euros up to December 2015. In April 2012, the federal government selected four regions in Germany for the “Electro-mobility Showcase” and is funding research into and the development of alternative drive systems in these regions, on the orders of the German Bundestag. In total, the government is providing 180 million euros in funding for the Showcase program. In the large-scale, regional demonstration and pilot projects, electro-mobility is being tested on the interface between energy systems, vehicles and transport systems.

You can find more information under: [www.schaufenster-elektromobilitaet.org](http://www.schaufenster-elektromobilitaet.org)

### **To the LivingLab BW<sup>e</sup> mobil:**

In the Baden-Württemberg Showcase “LivingLab BW<sup>e</sup> mobil,” more than 100 partners from the worlds of business, science and the public sector are researching electro-mobility in practice. The projects focus on activities in the Stuttgart region and the city of Karlsruhe and are also enjoying huge visibility internationally. The “LivingLab BW<sup>e</sup> mobil” stands for a systematic approach with interconnected projects that make it possible for everyone to experience electro-mobility, from e-bikes and e-cars to electric trucks and plug-in public buses. The projects address questions regarding inter-modality, fleets and commercial transport services, infrastructure and energy, urban and transport planning, vehicle technology, communication and participation, as well as training and qualification. The major research project is supported by the state of Baden-Württemberg and the Stuttgart region. The “LivingLab BW<sup>e</sup> mobil” is coordinated by Landesagentur für Elektromobilität und Brennstoffzellentechnologie e-mobil BW GmbH (state agency for electro-mobility and fuel cell technology) and Wirtschaftsförderung Region Stuttgart GmbH (WRS) (economic promotion agency for the Stuttgart region).

You can find more information under: [www.livinglab-bwe.de](http://www.livinglab-bwe.de)

### **About the exceet Card Group**

The exceet Card Group AG combines the strengths of globally leading manufacturers of RFID, dual interface and chip cards. The Group’s innovative product portfolio encompasses design, development, consultancy, production, personalization and letter shop services, making it one of the leading full-service providers for smartcards, NFC solutions and readers. In the field of mobile solutions, the exceet Card Group offers mobile services, identity protection, secure payment solutions, authenticated online services and access to cloud computing.

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