

> CHALLENGE

Optimize the flow of passengers on the Paris Metro network

> MARKET

Public transportation

> APPLICATION

Access control

> EVOLIS SOLUTION

Pebble card printer



## Public Transit in Paris: millions of season passes delivered instantly at sales agencies

For the RATP, Paris' public transport organization, managing millions of commuters daily has become much easier with the implementation of the Navigo Pass in 2001. To obtain this pass, commuters go directly to an RATP sales agency where they get their pass personalized instantly through an Evolis Pebble printer.

Since 2001, all public transportation companies for the Paris area have collectively migrated from tickets with a magnetic track to the Navigo pass, an advanced contactless card. As a result, any resident of Paris' inner or suburban area can benefit from their subscription scheme on this pass. The objective is to streamline the flow of commuters throughout the entire transportation network.

This contactless pass relies on two technologies: a chip-enabled card and wireless data transmission. The Navigo pass hosts a chip that contains all transportation information and has an antenna which communicates it to

contactless terminals at the entry/exit gates of the transportation network. Travelers can now pass through gates nearly 4 times faster than when using magnetic tickets, as information is transmitted with no contact and at a greater speed.

### Decentralized personalization

Since 2002, the RATP opened 35 sales outlets throughout its network with the prime mission of instantly creating and issuing Navigo passes. The RATP chose the Pebble printer from Evolis to carry out the personalization of these passes.



Since 2006, more than 2.6 million Navigo passes were printed at the RATP sales outlets.



**Jean-Paul Lefèvre,**  
Business Manager,  
Information Systems  
and  
Telecommunications,  
RATP

**What were the key reasons for selecting Evolis in 2001?**

We wanted to provide our sales outlets with systems for printing and encoding contactless passes on-site. Out of five companies which responded, we selected Evolis, as the offered printer matched all our decision-making criteria: ease of use and simple maintenance, performance, reliability, and a very small footprint. Moreover, when we decided to migrate to the Linux environment, Evolis followed suit and designed a Linux printer driver.

**Can you tell us about the pass personalization process?**

First, the transportation data is registered (travel zones, expiration,



etc.) in our IT system. Then the commuter's photo is taken on site. The Navigo is personalized in two stages: we initially carry out graphic personalization: the text data and

*“Customers receive their personal pass in less than 10 minutes”*

photograph are sent to the Pebble printer which, in a few seconds, prints them on the pass. We then proceed with encrypting transportation data on the chip. Customers receive their personal pass in less than a few minutes at the sales outlet.

**How satisfied is the RATP regarding the Evolis passes?**

Since 2006, more than 2.6 million Navigo Passes – Integral, Orange and ImagineR – were printed at the RATP sales outlets, and in a fully decentralized way. Our decision to select Evolis enabled us to successfully deliver Navigo passes at our points of sale, and we are totally satisfied with it. Furthermore, our current counters will be progressively extended to 90 sales outlets by mid 2010, with all required features. For this expansion, we will stick to Evolis printers as they have proven their reliability over the past ten years.



Pebble4

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