



# A TRULY SMART RAIL TICKETING KIOSK

**cammax**

**E M R**

**SILVERRAIL**



## WORKING IN PARTNERSHIP FOR MANY YEARS, CAMMAX AND SILVERRAIL FORESAW THAT BY POOLING RESOURCES AND PLACING THE CUSTOMER AT THE HEART OF OUR THINKING, WE COULD BRING ABOUT A STEP CHANGE IN SELF SERVICE RAIL RETAILING.

**It was clear from the outset that by collaborating we could deliver major customer benefits and improvements with a purpose built Smart Kiosk to serve and support the Rail industry.**

In need of a champion TOC, in 2019 Cammax and SilverRail were fortunate to gain the support of Abellio Group for the purpose of specific requirements and for accreditation

of what was a first of its kind, i.e. replicating website functionality on to a TVM. The idea was to give passengers the features and pricing benefits they have come to expect from their online experience but at the railway station.

With SilverRail's existing TIS solution (SilverCore) and Cammax's recent work with Smart Ticketing kiosks a new TVM concept was created – the Smart Rail Kiosk.





Card payments only

Buy and collect  
tickets here



“

THIS IS SUCH AN EXCITING TIME  
FOR EAST MIDLANDS RAILWAY.

SMART KIOSKS WILL SUPPORT THE  
INDUSTRY'S AMBITION FOR TICKETLESS  
TRAVEL AND TO BE THE FIRST TOC TO  
DO SO IS A GREAT ACHIEVEMENT.

”

Steve Lloyd

Smart Ticketing Manager for EMR

## The Requirement

With the support of the Abellio Group Project Team and SilverRail, Cammax started discussions with East Midlands Railway about a solution for a committed obligation within a new Rail Franchise bid. The idea was to provide a low cost TVM solution to 40 stations which would provide the same flexibility and pricing to the customer that they have come to expect from online ticket purchasing.

We also saw the opportunity to support the government's initiative to direct customers to smart digital ticketing. With TVM patronage still being close to 20% of ticket sales (pre covid), it is clear that Smart Kiosks can play a valuable part in ensuring that nobody is left behind in this transition to digital ticketing.

TVM's in rail have hardly changed in 15 years, the new Smart Kiosk would move the TVM from being a basic pre-programmed ticketing machine to a dynamic shop window that EMR can offer their full product range through, even down to last minute on-the-day advanced tickets. Future plans will move the product to be able to offer a full range of Ticket Office functionality such as real time information shown on CIS screens, journey planning and also integration to local Smart Bus Ticketing is currently in the product roadmap for the future.

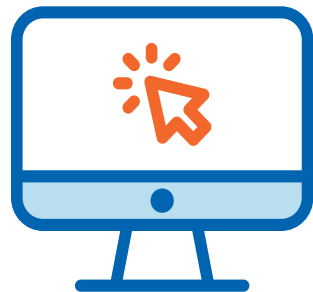




## System Features of New Smart Kiosk



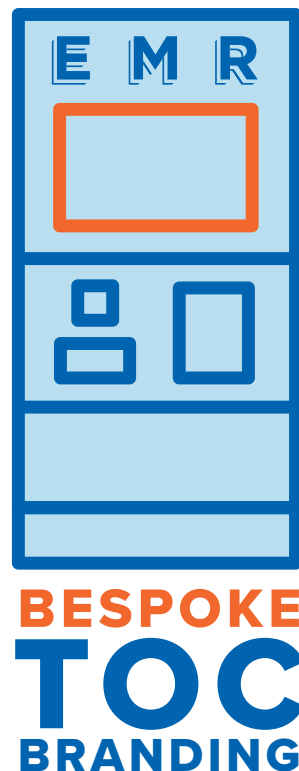
**COLLECT  
SMART  
TICKETS  
PURCHASED  
VIA A WEBSITE**



**CUSTOMERS  
CAN PURCHASE  
FOR TODAY  
(INCLUDING ADVANCE  
PURCHASE ON THE DAY)  
AND ADVANCE TICKETS  
FOR FUTURE TRAVEL  
INCLUDING RESERVATIONS**



**CUSTOMISABLE  
HARDWARE  
(CASH, CARD, CIS SCREENS,  
COLLECTION POSTS)**



## The Product

The new Smart Kiosks issue both advance and walk-up tickets as a printed barcode, which improves the overall customer experience and supports revenue protection. Additionally, there is a smartcard collection device on the side of the kiosk to collect pre-purchased smart products.

The Smart Kiosk uses the same Ticket Issuing System (SilverCore) and UK Journey Planner (IPTIS) that SilverRail uses for supporting customers through web and App rail retailing stores. With the ability to buy tickets up to 90 days out and take advantage of on-the-day advanced ticket pricing, passengers will now have more access to cheaper fares.



The Rail App is fully RDG accredited for the UK market powered by the SilverCore accredited TIS.

- Tickets can be purchased on the day and up to 12 weeks in advance
- Impartial UK rail fares (that can be fulfilled to e-ticket)
- Advance (for future travel and purchase on the day) and Walk-Up fares
- eTicket fulfilment
- ITSO collection
- Screensaver and Disruption messaging
- Customer information screens
- Real Time Reporting

With options including;

- Season & Goldstar Integration
- Carnets and Flexi Seasons
- ITSO fulfilment and collection
- Car Parking Tickets & ANPR systems
- Real Time Information
- Shopping basket for multiple purchases
- Advertising Module
- Retailing of non RDG products
- Travel options such as Plusbus, London Travelcards and Bike reservations (when available as eTicket or SmartCard fulfilment)

## Futureproofing

Cammax and SilverRail are continuing to work with EMR and other TOC's to improve these machines for the future. The next phase will also support the direct purchase of ITSO smartcard tickets, ability to re-print lost rail etickets, Customer Information Screens and integration into local Bus Smart Ticketing schemes.

With Cammax working with so many local authority Smartcard solutions we are uniquely placed to understand and link both ITSO solutions. Cammax can and will deliver the Interoperable solution the industry is working towards.

The first Smart kiosks are in operation at Derby and Uttoxeter stations. For Phase 2, an additional 28 machines will be installed later this year.

As a project team we are excited to push these in the UK market as the next generation of station ticket machines.

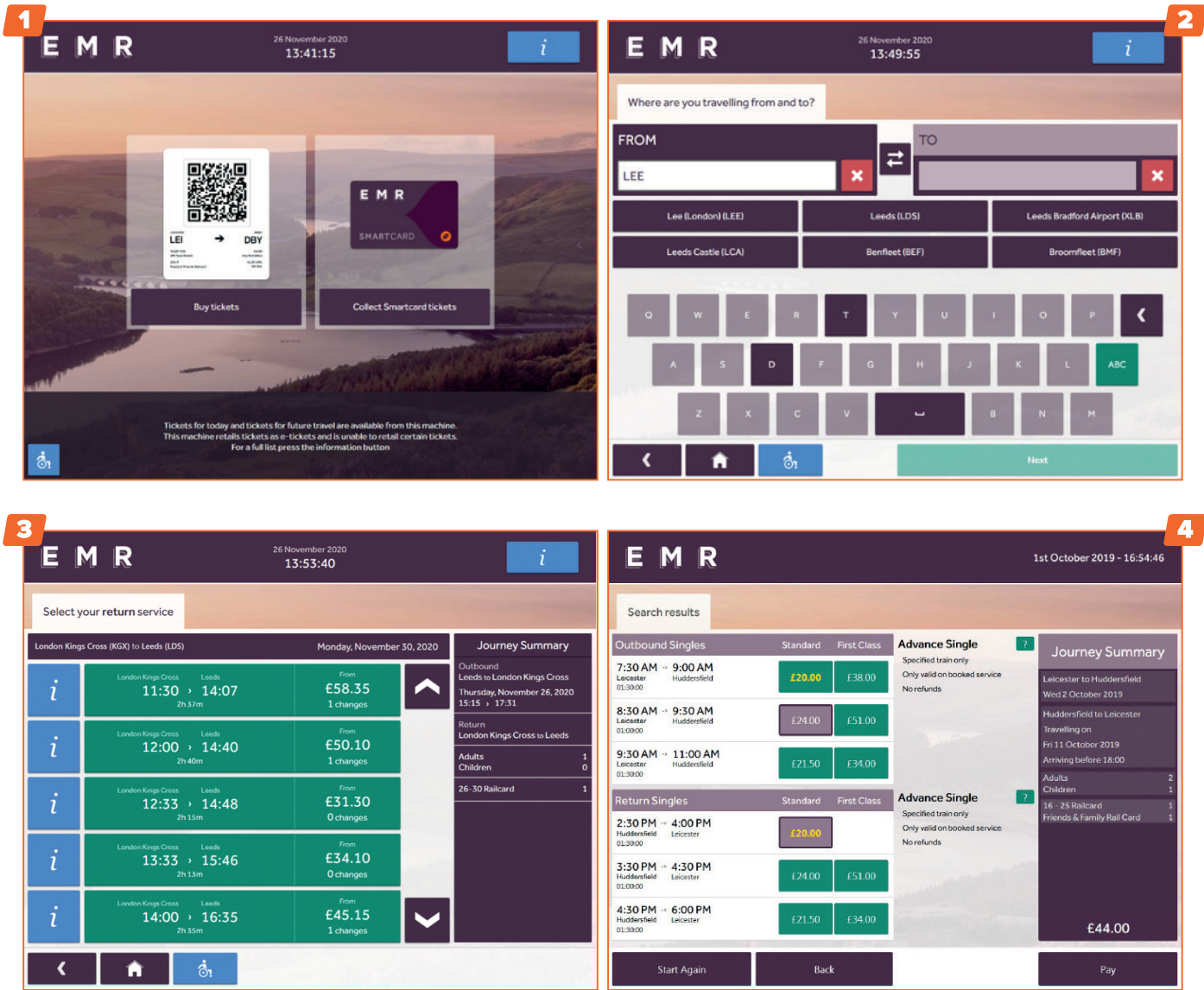


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WITH THE SMART KIOSKS BEING MUCH MORE USER FRIENDLY, WE HOPE OUR PASSENGERS ON OUR REGIONAL ROUTES WILL SEE THE BENEFITS OF THEM AS THEY ARE INSTALLED ACROSS OUR NETWORK THROUGHOUT 2021.  
”

Steve Lloyd

Smart Ticketing Manager for EMR

## Customised Software



Customised software – all interface screens and back office portal screens were custom branded in line with EMR's requirements.





## Other Transport Projects

**Camax worked with Bristol City Council to design, build, install, commission and maintain 80 bespoke Ticket Vending Machines (TVM's) at metrobus stops throughout the region. As well as selling paper and smart tickets, the ticket machines were also required to provide integrated journey planning, Real Time Information with RNIB REACT3 functionality and an emergency help button / intercom offering an immediate connection to the council's Emergency Control Centre.**

The iPoint Smart Ticket Vending Machines include a Smart Card Dispenser which allows customers to access both smart cards and paper tickets, whilst provides passengers with the ability to pay for their journey prior to boarding. The iPoints also deliver real time passenger information which can help provide passengers with details of any delays or changes to services and also include an emergency help intercom for passengers who require more assistance. The iPoints have been installed at all 80 metrobus stops and have been in operation for over 2 years. They continue to operate well with minimal faults and a consistent overall uptime in the region of 99%.

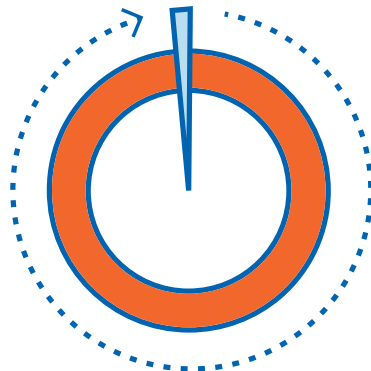
**80**

**IPOINTS IN OPERATION  
FOR OVER 2 YEARS**



**CONSISTENT  
OVERALL  
UPTIME OF**

**99%**





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