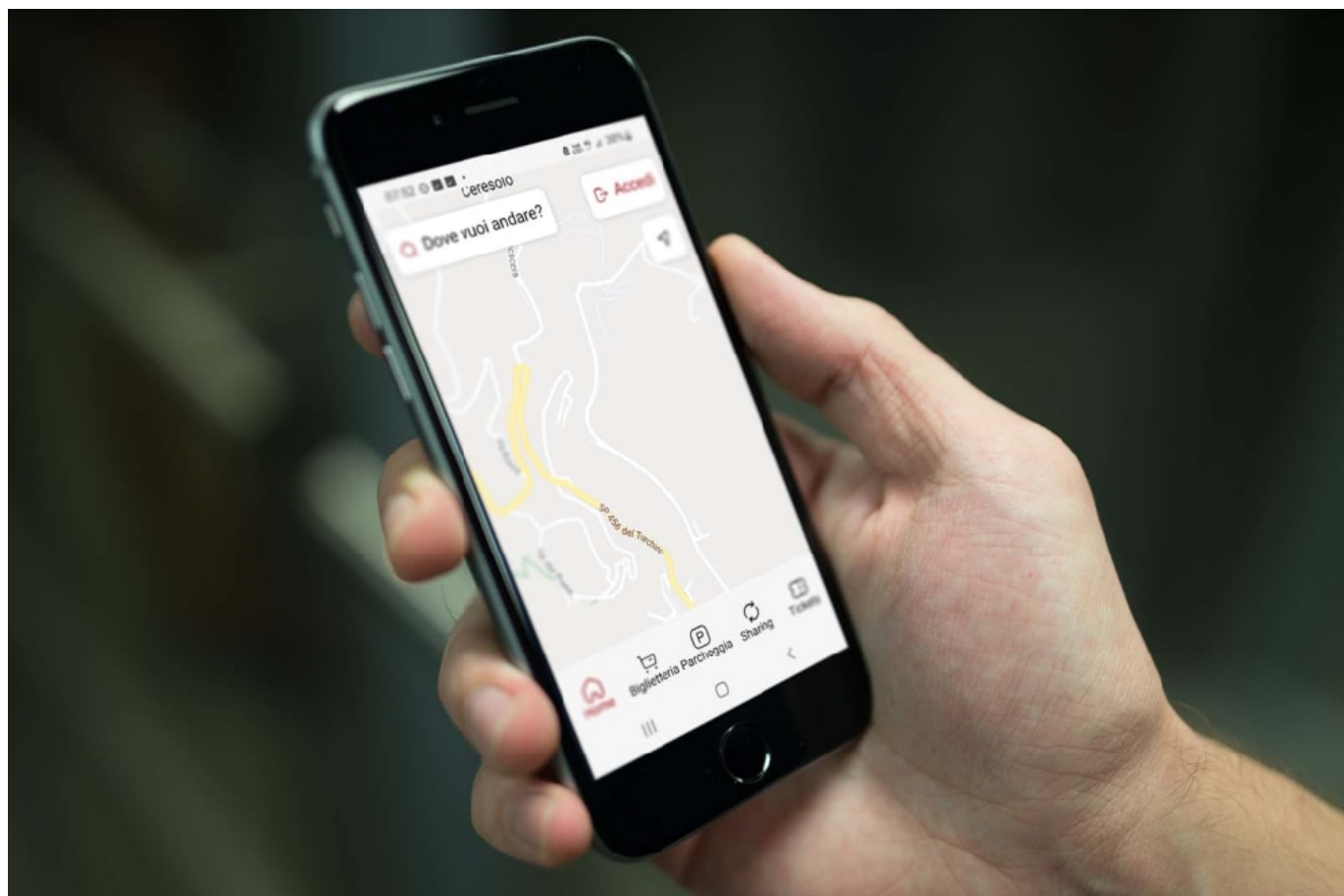# Hitachi Rail's '360Pass' mobility app to transform travel in Trentino

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Hitachi Rail has today unveiled its new 360Pass travel app and platform in Trentino, underlining its commitment to growing its smart mobility business.

Downloadable free of charge from any app store, citizens and tourists will benefit from being able to plan and travel on all public transport in Trentino without having to purchase a traditional ticket. The app supports wider multi-modal journeys, with users able to pay for 'blue stripe' parking lots across the city.

The 360Pass app allows Trentino users to buy and validate their ticket for any mode of public transport through the smartphone app. Tickets can be validated either by scanning the QR code on bus services, or automatically via the apps Bluetooth setting, which interacts with sensors installed in 38 stations on the Trento-Malè-Mezzana rail line and on board the trains. The sensors detect the origin and destination of each journey and automatically validate tickets, enabling passengers to travel 'hands-free'.

360Pass gives passengers the fastest and most convenient real-time multi-modal route options for their journey. Passengers are able to monitor crowding-levels on incoming services, enabling the option to choose less busy journeys. This function can help to allay customer fears in the context of Covid-19, and

encourage nervous travellers back on to public transport.

Trento, like many cities around the world, faces the ever more important challenges of reducing congestion, emissions and delivering quality services. As a result, the city's administration is working to enhance public transport and improve the passenger experience, helping to boost the use of sustainable mass transport across the city.

Trentino's 360Pass smartphone app is brought to market following the recent successful launch of Hitachi Rail's new smart mobility suite called Lumada Intelligent Mobility Management. This technology, launched in July on the back of the successful 360Pass trial in Genoa, Italy, can be quickly deployed in cities all around the world.

In addition to the 360Pass smartphone app for passengers, the Lumada Intelligent Mobility Management suite gives operators the ability to connect, scale and optimize their city's entire transportation network in real time.

By creating a 'digital twin' of the region's end-to-end multimodal journeys, operators can optimize the services and the timetable, and create a system that better accommodates the changing peaks and troughs in passenger demand. It can also identify the issues that deter public transport usage, such as congestion, emissions, crowding or gaps in services.

In addition to smart ticketing, the suite also includes solutions to help operators control traffic flow and service patterns in real time.

Domenico Lanciotto, general manager Italy & Central, Eastern & Southern Europe – LoB Rail Control, said: "The "360Pass" app demonstrates our commitment to harnessing smart mobility technology to transform public transport for passengers. Powered by Hitachi's Lumada Intelligent Mobility Management suite, municipalities and operators around the world will have the tools to optimize and create a more seamless transport network, encouraging a step-change in the use of sustainable public transport."