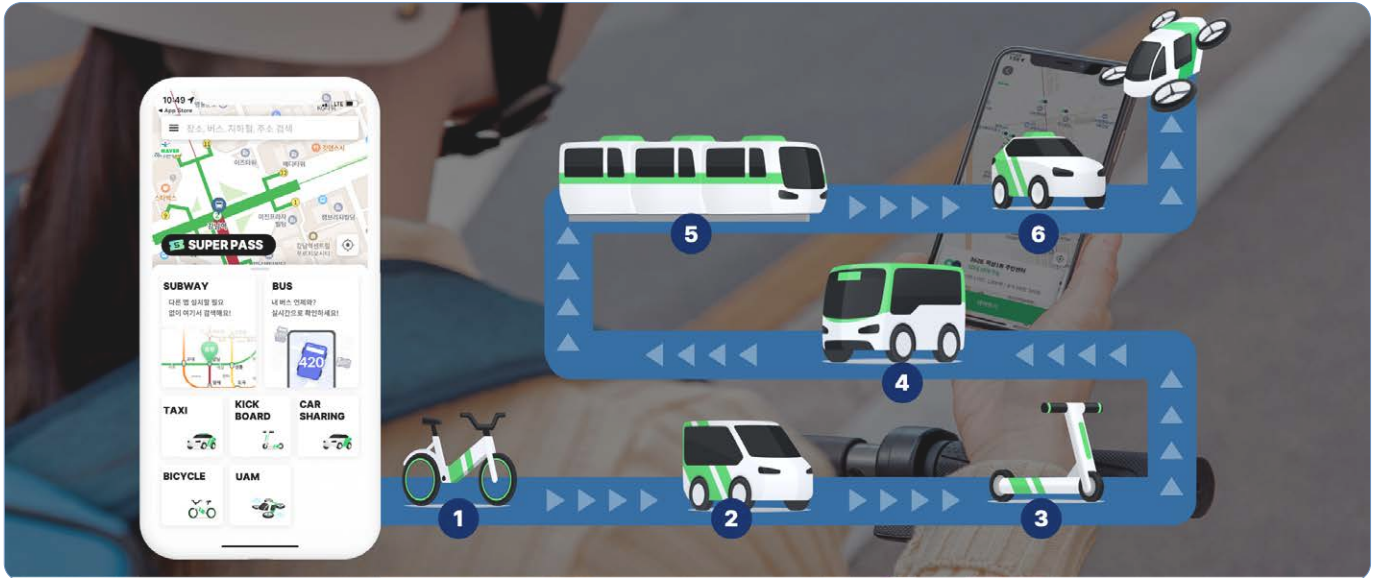# Mobility as a Service (MaaS) Platform

MaaS is a platform technology that provides transportation services such as optimal route guidance, reservations, and payments by searching in a single app.

MaaS Platform can greatly improve the convenience of people's movement by conveniently using various means of transportation while responding to the increasingly diverse needs of users.

▲ A citizen is searching for various modes of transportation available at the destination all at once through the Mobility as a Service Platform app.

Issues to Tackle

☑ It is difficult to review and compare various transportation methods according to traffic conditions, limiting the optimal and efficient use of transportation.

☑ It is necessary to promote the use of public transportation by strengthening connectivity, including areas with limited access to public transportation, and providing transfer discounts for the optimal means of transportation according to the traffic conditions of each destination.

Expected Benefits ☑

☑ Citizens can travel at the optimal time and fare when using various transportation methods, increasing convenience for citizens.

☑ Improving public transportation use by increasing connectivity between various modes of transportation.
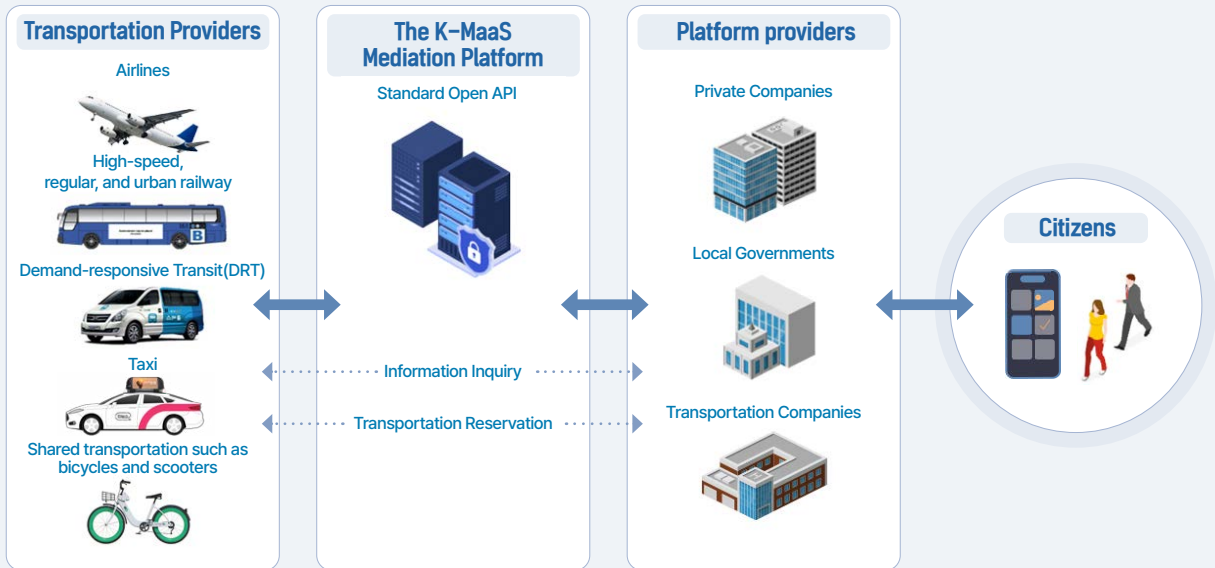
Key Services

· Recommendation of combined transportation modes, including time and cost for each type of transportation, such as airplane, train, bus, subway, and rental car, from the current location to the destination.

· Booking and calling various transportation methods such as taxis, bicycles, electric kickboards, quick service, rental cars, and flights through a single smartphone app.

· Efficient service delivery through sharing the user's location and contact information when booking a taxi or quick service.

Use Cases

· Hyundai Motor Company transformed its Demand-Responsive Transit (DRT) service, 'Shucle', which combines artificial intelligence, into the MaaS platform (Ddokta) in 2023. In collaboration with Gyeonggi Transportation Corporation, the service is expanding nationwide, starting from Daebudo island in Ansan-si.

· The Metropolitan Transport Commission plans to launch the K-MaaS service in 2024, where the intermediary platform operator (Korea Expressway Corporation) integrates and relays information from multiple transportation companies, while private service platform operators provide mobile services.

Key Components

Configuration

Transportation Providers

Airlines

High-speed, regular, and urban railway

Demand-responsive Transit(DRT)

Taxi

Shared transportation such as bicycles and scooters

The K-MaaS Mediation Platform

Standard Open API

Information Inquiry

Transportation Reservation

Platform providers

Private Companies

Local Governments

Transportation Companies

Citizens

Technology

1. Generation of optimal transportation mode combinations and routes
· When the origin and destination are selected, the system combines various modes of transportation, such as public transit and shared mobility, to generate and recommend the optimal transportation service for each section.

2. Reservation of mobility services for use
· Simplifying the reservation process for the selected mode of transportation allows users to choose seats, receive personalized route recommendations, and complete their payment in a single step.

3. Providing real-time public transportation information
· Providing services such as searching for the fastest subway routes, real-time bus locations, nearest stop, and subway station.

4. Providing Open MaaS API
· Providing a standard Open API service for mediating data inquiries and reservations between multiple platform providers and transportation operators.

5. Linkage between various mobility operators
· Linkage with public transportation such as airplanes, trains, buses, subways, DRT, PM, shared mobility, taxis, rental cars, charter bus operators, etc.

Technology Companies

LG CNS
www.lgcns.com

KAKAO MOBILITY
www.kakaomobility.com

STRAFFIC
www.straffic.co.kr

SUPERMOVE
www.supermove.co.kr