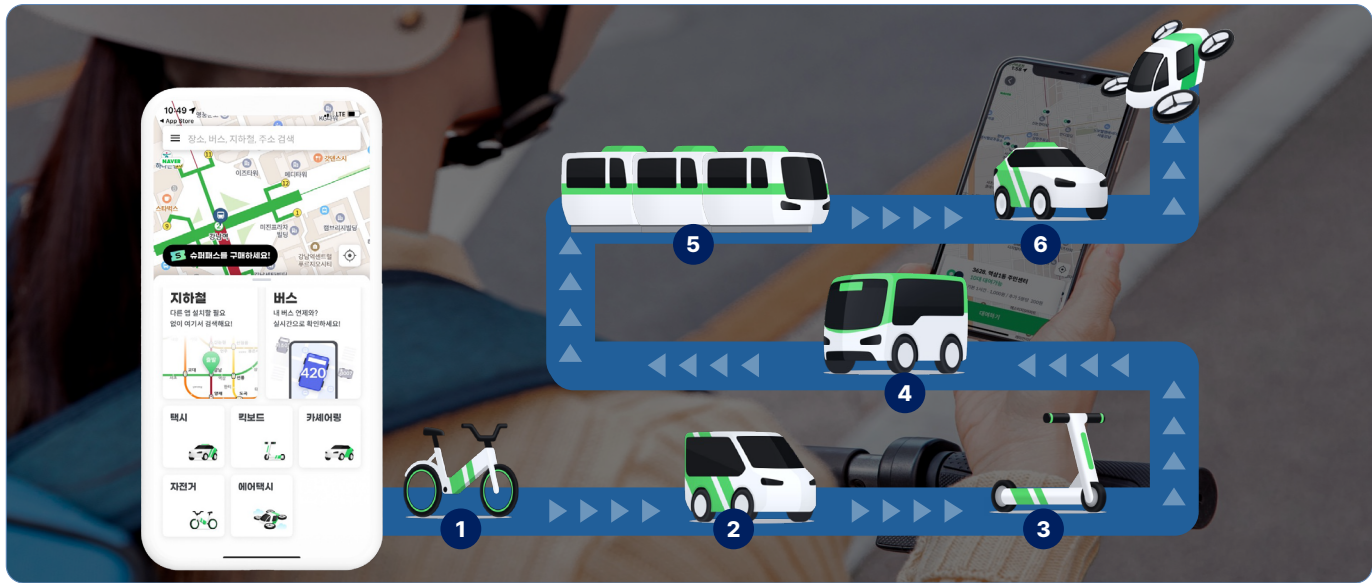


# Mobility as a Service(MaaS) Platform

Mobility as a Service(MaaS) Platform is a technology that allows users to search for various transportation options within a single app, providing optimal route guidance, reservations, and payment services.

As mobility demands diversify, this platform enables seamless access to multiple transportation modes, significantly improving travel convenience for the public.



▲ Citizens can search for and utilize various transportation options within the integrated mobility platform app to reach their destination.

### Issues to Tackle

- ☑ Public transportation, metropolitan transit, and shared mobility services are currently provided through separate apps by different service providers, making it inconvenient to use multiple transport modes.
- ☑ Due to varying traffic conditions, it is difficult to compare and evaluate multiple transport options.

### Expected Benefits ☒

- ☑ Users can book multiple transport modes through a single app, allowing them to optimize travel time and costs, significantly improving convenience.
- ☑ Expanding connectivity between various transportation options improves public transit accessibility and convenience.

## 💡 Key Services

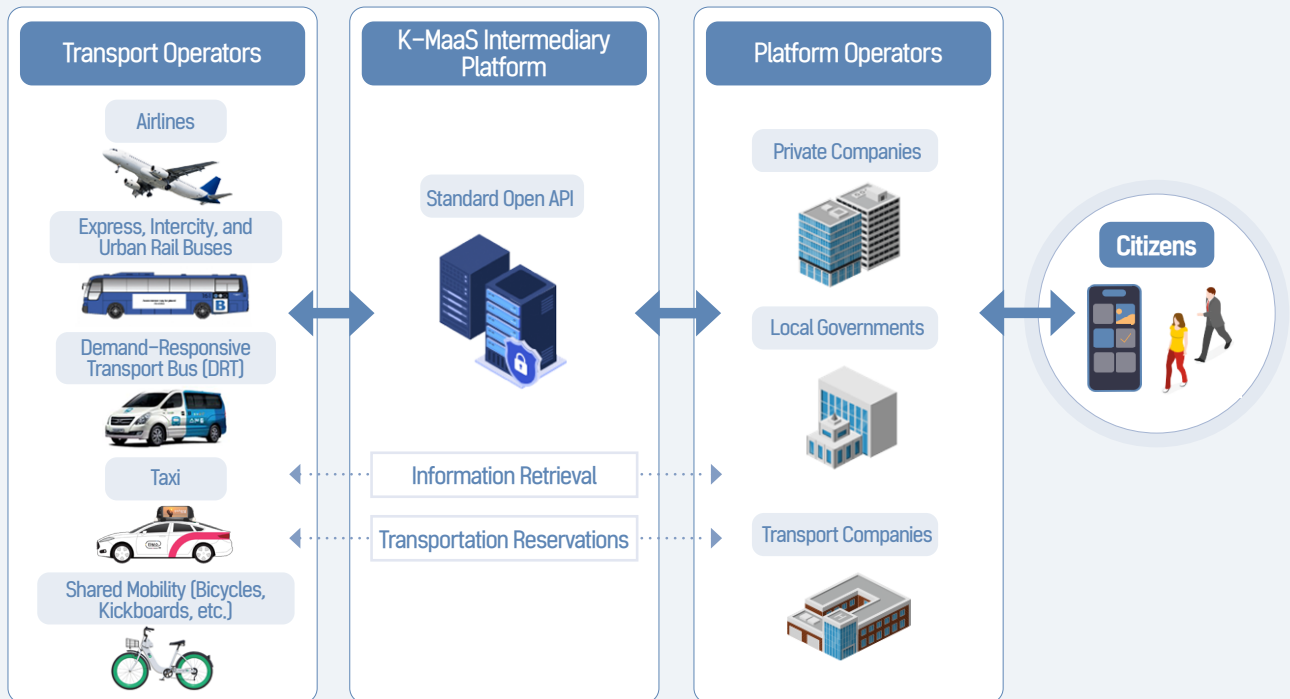
- Recommends multimodal transportation options, including flights, trains, buses, subways, and rental cars, based on travel time and cost, from the user's current location to their destination.
- Allows users to book and call taxis, bicycles, e-scooters, quick services, rental cars, and flights via a single smartphone app.
- Enhances efficiency by sharing the user's location and contact details when booking taxis and quick services.
- Ensures service quality through a mutual rating system between taxi and transport service providers and users.

## ⚙️ Use Cases

- Hyundai Motor Group: In 2023, Hyundai integrated AI into its demand-responsive transport service "Shucle" and transitioned it to the MaaS platform "Ddokta" in collaboration with the Gyeonggi Transportation Corporation. Initially launched in Daebudo Island in Ansan, the service is now expanding nationwide.
- Metropolitan Transport Commission: In 2024, an intermediary platform operator (Korea Expressway Corporation) began integrating and managing data from multiple transportation providers, while private service platform operators launched the K-MaaS mobile service.

## Key Components

## Configuration



## Key Technologies

## 1. Optimal Transportation Mode Combination and Route Generation

- By selecting a departure and destination, the system integrates various public transport and shared mobility options to generate and recommend the most efficient transportation service for each section.

## 2. User-Centric Mobility Service Booking

- Simplifies the booking process by allowing users to select transport modes, choose seating options, receive customized route recommendations, and complete payment in a single step.

## 3. Real-Time Public Transport Information

- Provides real-time subway route search, real-time bus location tracking, nearby station lookup, and real-time transit schedules for the most efficient travel options.

## 4. Open MaaS API Provision

- A standardized Open API facilitates data queries and booking mediation between multiple platform operators and transport service providers.

## 5. Integration Among Diverse Mobility Operators

- Connects various transport services, including airlines, trains, buses, subways, DRT, PM, shared mobility providers, taxis, rental cars, and shuttle services.

## Technology Companies

LG CNS  
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KAKAO MOBILIT  
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STRAFFIC  
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