



## **What is Mobility as a Service?**

Mobility as a Service (MaaS) refers to a transportation model in which individuals can access a range of transportation options on an as-needed basis through a single platform or tightly integrated platforms, often using a subscription or pay-per-use model. MaaS aims to provide convenient and cost-effective transportation options for users, while also reducing the number of personal vehicles on the road and improving the efficiency of the transportation system.

MaaS in its early stages can include a variety of transportation modes, such as public transit, ride-hailing services, car-sharing, bike-sharing, and other forms of shared mobility. Users can access and pay for these transportation options through a single app or platform, allowing them to easily plan and pay for their trips.

MaaS is often seen as a potential solution to the challenges of urban transportation, including congestion, air pollution, and the need for more sustainable transportation options. By providing users with a range of convenient and affordable transportation options, MaaS can help to reduce the reliance on personal vehicles and encourage the use of more sustainable modes of transportation.

MaaS 2.0, in its most developed form, will require the integration of electrification, cloud computing, mobile computing, energy storage, microgrids, wireless broadband, fiber, smart infrastructure, autonomous vehicles, vertical take-off and landing vehicles, artificial intelligence and machine learning. It is the most ambitious mega trend in front of us that will transform society as we know it.

We have done multiple smart city projects that include this topic. And we continue to work on and advance multiple aspects of these solutions today and look forward to sharing more soon.

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