

MOTIONTAG GmbH

Website / Facebook page (link):

Location:

Potsdam, Brandenburg, Germany

PROPOSAL TITLE (10 words)

MOTIONTAG - the operating system for intelligent mobility

EXECUTIVE SUMMARY (50 words)

MOTIONTAG creates seamless, sustainable and smart mobility. MOTIONTAG's technology, MOTION OS, infers insights from smartphone sensors about when, where, how and why people use transport services. This way, MOTIONTAG brings intelligence to urban mobility and helps clients understand their customer behaviours, optimise existing transport systems and create new mobility experiences.

SOLUTION NARRATIVE (250 words)

MOTIONTAG concentrates on the technological component to create an easy to integrate digital software suite that enables its clients' already existing applications to provide new solutions and services.

Using our solution, public transport operators can play a key role in transforming urban mobility. An accurate picture of demand enables improved infrastructure usage as it enables the operator to optimise their resource allocation. This, in turn, leads to an efficient flow of traffic and removes unnecessary cars from the roads. Furthermore, our check-in/be-out ticketing solution makes mobility less time-consuming and more convenient, providing users with a seamless intermodal experience.

MOTION OS can be easily integrated into any transport provider's app and orchestrates mobility systems. It detects when, where and by what means of transport people travel. This is done passively, fully automatically, in near real-time and ten different transport types, spanning from non-motorised to motorised, can be identified.

MOTIONTAG's technology is shipped as a software development kit into any existing smartphone app with just a few lines of code. In a first step, MOTIONTAG usually provides clients with an easy-to-use test white label app that already has the SDK incorporated, whereby clients receive immediate insights via a web-based dashboard. In a second step, the technology is then fully deployed in the clients' own app.