



For immediate release

PRESS RELEASE – 5/17/2021 – Turku/Samara

New Branded PayiQ App in Russia for the City of Samara

PayiQ has launched in Russia their third branded application for replenishment of transport cards using Faster Payments System (FPS) as a form of payment. Now passengers can top up their transport cards in Samara through the OTK-Samara mobile app.



The mobile application for replenishing transport cards in Samara was created based on the PayiQ TaaS® ticketing platform and branded according to the operator's request. The project of deferred replenishment of the transport card was implemented jointly with partner companies: GetFare, ATOL Online, and Gazprombank.

With this mobile app of the single operator of electronic travel cards in Samara and the Samara region, "OTK-Samara", the user can replenish transport cards with different tariff plans, view the history of replenishments, and check the balance of the card. The application allows topping up multiple transport cards, which is very convenient for a family. To register in the mobile app the user should specify the telephone number and e-mail address to which the fiscal receipts will be sent.

[The Faster Payments System](#) (FPS) was chosen as the only payment mechanism for the application – being the most effective one for the operator. The advantage of this payment method for the passenger is the possibility to choose any bank application installed on the user's smartphone, as long as the selected bank supports FPS. Money is credited to the operator's account immediately after the passenger authorizes the transaction.

"We are pleased to launch our application in a city with more than a million inhabitants, which is a totally new experience for us. We expect a rapid development of interest for our application from its citizens. Our solution not only allows you to top up the transport card on the go but also offers a contactless and secure way of interacting with money during a pandemic" says **Elena Lipchenko**, Regional Director of PayiQ in Russia and the CIS.

PayiQ develops the award-winning account-based Ticketing as a Service platform PayiQ TaaS®. It enables smart cities, MaaS and transport operators and event organizers to sell tickets through mobile devices and validate them. Tickets can be bundled into multimodal trips or experiences combining transport, events, and services. The platform also gathers data on usage and movement on behalf of the service provider to be used to improve customer experience and process efficiency. PayiQ is leading the way to a smarter and more user-friendly world of transportation.



More information about PayiQ Solutions and Technology Licensing:

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