



Cashless Commuting in Athens With Masabi

We continue to lead in 'Smart City' transportation technology, partnering with [Masabi](#) to integrate our payment expertise into their mobile ticketing platform, Justride. This partnership is another step towards bringing cash-free commuting to cities around the world, making our innovative technology an integral part of the 21st Century metropolis. As part of this partnership, Masabi will integrate MasterPass into JustRide, enabling consumers to pay for and collect their ticket on their smart phone.

You may already have seen JustRide on [Boston's MBTA](#), [San Diego's MTS](#), or some of the UK's national rail services. Thanks to the commitment of our Greek team and the collaboration with local transit authority, Transport for Athens (TfA), Athens will be the first city to benefit from this partnership.

Upgrading a Cash-Only System

Supporting our vision of a world beyond cash, TfA will enrich the payment methods of its entire urban transit network, adding an innovative mobile ticketing solution to its current cash-only system. The 'TfA Tickets' application is now available to download via both the App Store and Google Play and provides those who travel across and visit Athens with a quick, easy and safe mobile ticketing solution across the Athens bus, metro and rail network. This means that waiting in line for tickets is now a thing of the past.

TfA itself will benefit from a reduction in cash handling costs, freeing up valuable resources previously spent on ticket offices and machine maintenance and enabling them to invest in new infrastructure and services that will benefit the city and its commuters for years to come.

Just two weeks after its launch, 20,000 Athenians have already downloaded the JustRide app, which has featured in the 'Top 10' apps of both the Greek App Store and Google Play. It's already attracting great reviews from users, which are likely to encourage thousands of others to give it a try!