



Synergy

*A real time
citizen coordination service
for vehicle sharing.*



Content:

1. Service description, users and devices.
2. Vehicle sharing process.
3. Advantages for all of us.



Synergy

1. Service description, users and devices.

Two types of users and their device's functions



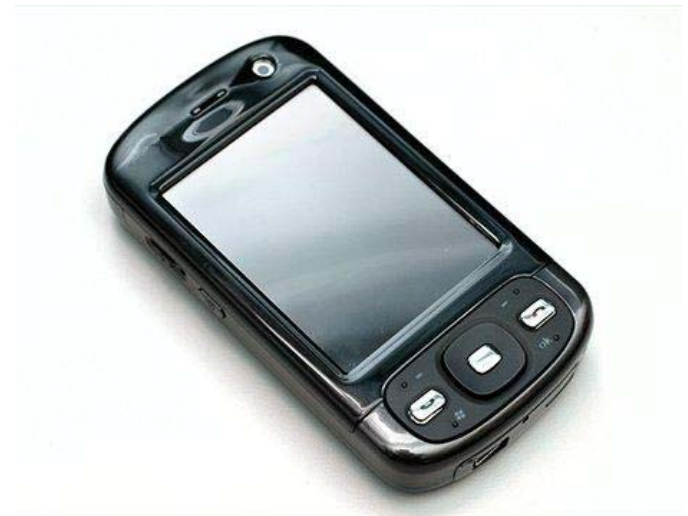
DRIVER

SmartPhone + GPS navigator
Mobile network data communication
System interface App.



PASSENGER

SmartPhone
Mobile network data communication
System interface App.



Services delivered to passengers



Laura:

Hasn't got a car, but she needs to travel frequently.
She hates public transportation crowds.

Marta:

Comes back home after shopping.
She has got a car, but this time went
downtown by bus and metro, to avoid traffic jams.
Now she is tired and would prefer not to commute.
Taking a taxi would be expensive.



Nico:

To go to work by car, he would have to
rent a parking place.
In addition, he prefers not to drive.

Olga:

She has to pick up his daughter from school,
but her car is under repair.



The system offers them:

- Travel fast and comfortably on the empty seats of somebody's car going the same way.
- Save money. Travel costs will be divided among a higher number of vehicle occupants.
- No need to make reservations, buy tickets nor to carry cash. Automatic cost share transfer from passenger's to driver's account.

Services delivered to driver

Julia:



Monday to Friday she goes to work alone driving her own car.

Public transport would take longer time, because her workplace is far away and there isn't a good combination of transport means.

She's still paying for the car, and needs to refuel frequently. If we add insurance and maintenance costs, much of Júlia's budget is spent on transport.

The system allows her:



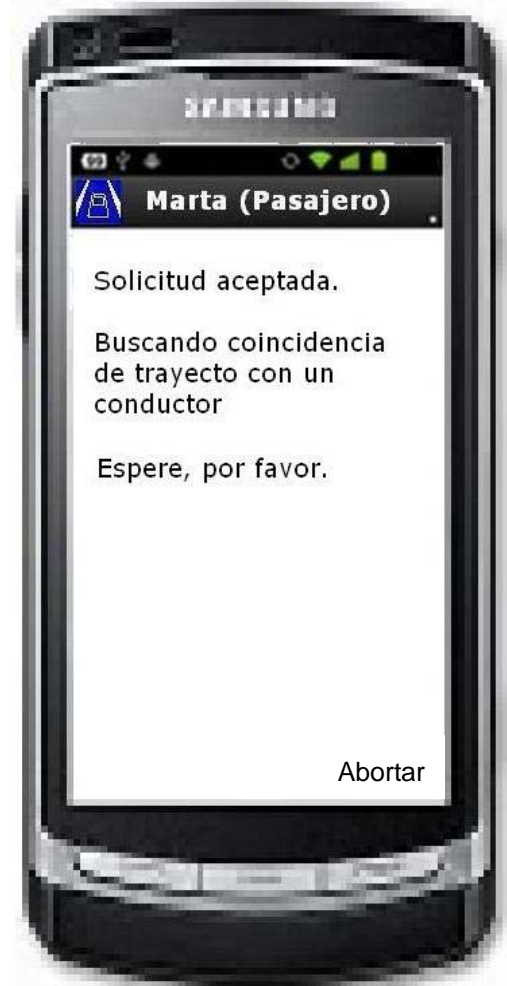
- To offer the empty seats in her car to carry those passengers who go the same way.
- To save travel expenses. Since those passengers will pay their proportional share of the expenses, through automatic reimbursements on her account or mobile phone bill.
- It is not to make money. But if every day the system finds some passengers to share the journey with them, she'll save a lot of money in their own transportation.



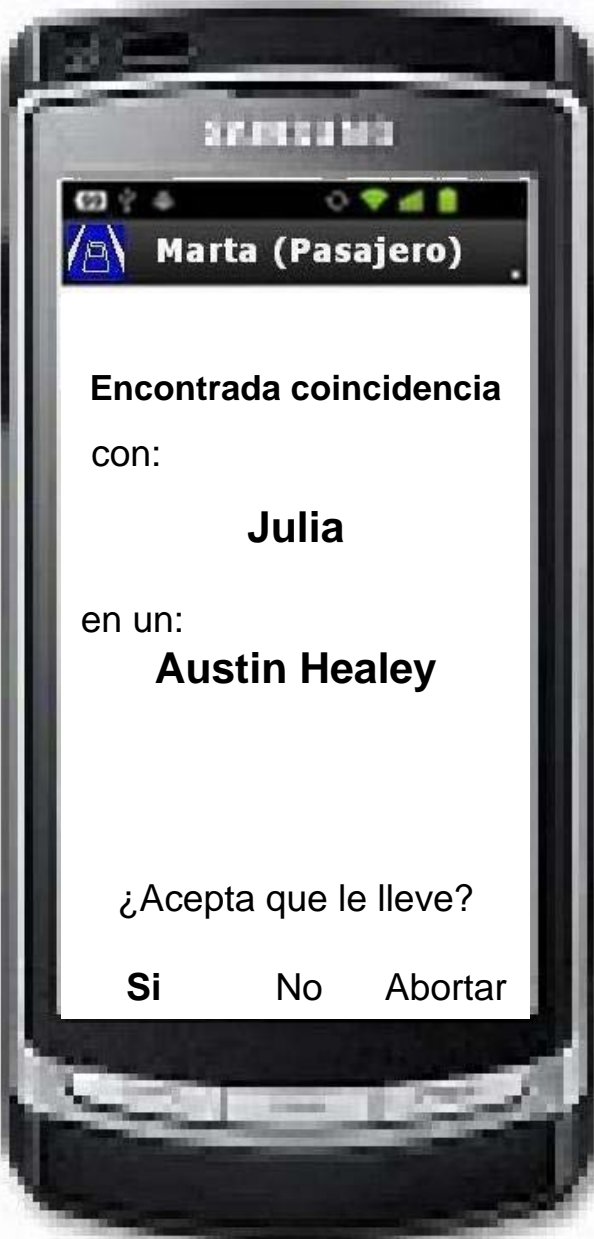
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2. Vehicle sharing process


Passenger's request



Notice of matching routes



Notification of appointment for collection.

 **Marta (Pasajero)**

Cita concertada.

Le recogerán en

2 minutos

El color del vehículo es

Rojo

y su matrícula es

HISNB1

Por favor, esté atento
a su llegada, e
identifíquese.

Notificar

Recogida

Abortar



Collection carried out. New course for delivery.



Delivery made.

Marta (Pasajero)

Fin del Servicio.

Importe cargado:

1,25 €

Hasta la próxima vez.



End of driver's journey





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3. Advantages for all of us.

Other advantages of the system.

A new **business opportunity** for the companys delivering the service.

Creation of synergies. For each vehicle shared, several others are removed from the traffic.

This involves a series of **benefits for everyone** (even for those who don't use the system):



- ***Less congestion of road traffic*** (and public transportation) *that involves less time lost in travel.*
- ***Fewer parking problems.***
- ***Lower consumption of fossil fuels***, *that extend reserves in time and get significant economic savings for oil-importing countries.*
- ***Reduction of the pollution*** *of the air in our cities, with implications in our own health and the planet's climate change.*



Synergy

Do you think it's a useful service?