

# Rio 2016

**Contactless transport wristband and sticker  
for the Rio Olympics**



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### Banking & Payment Services

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When Rio de Janeiro prepared to host the Olympic Games and its hundreds of thousands hopeful athletes, fans and spectators, the city's public transportation ticketing operator RioCard decided to step up their game. The Olympic season was the perfect opportunity to test innovative contactless payment technology in wristbands and stickers. All to offer visitors the smoothest possible journeys in the city.



### eCommerce and CNP fraud are on the rise Background and market

RioCard is the city of Rio de Janeiro's public transport ticketing operator. The second largest city of Brazil is a constantly popular destination for tourists around the globe, and the public transport system needs to ensure smooth journeys around the city for hundreds of thousands passengers each day. Simple and convenient public transport was even more in focus in Rio in 2016, as the city prepared to host the Olympic Games.

RioCard was an early adopter of contactless technology for payment in public transport, and they trust Thales to deliver their contactless cards since 2003. On the Brazilian market, interest for new methods of payment is growing quickly and the interest in wearables in particular is rising.

### Goals and challenges

In Rio, as in most major metropolitan areas, it is an important goal to increase the use of public transportation to improve urban mobility and simplify the daily lives of residents and visitors. A main challenge is how to put technology to use in order to simplify travel logistics, increase the speed of transactions and ultimately provide more comfortable journeys for passengers.

With the Olympic Games on the horizon, RioCard turned to Thales for assistance with building a foundation for easy and secure contactless wearable payments.

## The solution

Targeting visitors to the Olympic Games, RioCard and Thales ran a combined major roll-out of the contactless RioCard Olympic transport card, and a pilot project with a contactless wristband and a contactless sticker for use on e.g. mobile phones. The pilot started before the Olympics and ran until October 2016. The wearable wristband contains a mini contactless card with an integrated antenna, specifically designed to be inserted in wearable devices. The wristband is easy to use and ideal for everyday use such as transport fare payment and validation – just hop on the bus, train or metro to or from any of the Olympic events. No need to worry about carrying a wallet or purse in the crowds. As an additional bonus the wristbands are waterproof – practical indeed in a city like Rio with such a vibrant beach life.

## The technology

Thales supplied RioCard with the waterproof Thales Contactless Wristband and the Thales Gemalto Contactless Sticker, both embedded with a contactless chip from Thales with the highest security standard. Certified by both Visa and Mastercard, the Thales solutions are a great vehicle for contactless transport standards and open-loop EMV payment, offering the full functionality and security of traditional contactless EMV cards. The products can also be used for applications such as access or social media experiences, in addition to payment and transport ticketing. The versatile wristband enables you to enhance and expand your contactless offering by targeting new segments, such as young people and sports fans, and to capitalize on emerging sectors like access and immersive experiences in stadiums and at events.

## Rely on an expert

Thales has been the partner of choice for RioCard since the beginning of their migration to contactless ticketing and transport payment. Contactless technology is gaining traction worldwide. Thales has the experts to make sure that your contactless plans are successful. Distinguished as the first dual-interface contactless EMV cards certified by both Visa and Mastercard, more than 900 million of Thales' reliable cards have already been delivered to more than 80 major customers worldwide.

### KEY FACTS:

- **Company:** RioCard
- **Location:** Rio de Janeiro, Brazil
- Market sector: Public transport ticketing
- Over 29 stores
- Over 1400 charging points



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