

ASK selected by Helsinki Metropolitan Area Council (YTV)

ASK contactless cards and tickets now in Finland.

Paris, Cartes show, November 17, 2009: ASK contactless smart cards and contactless paper tickets have been selected by YTV to help Helsinki implement the Ticketing and Information system 2014 project. The Helsinki Metropolitan Area Council (YTV) comprises of transport system planning, regional public transport provision, waste management and air quality monitoring for its four member municipalities (Helsinki, Espoo, Kauniainen and Vantaa).



“The Helsinki region is very keen on developing an overall traffic policy that includes managing mobility demand and modes of transport and the development of efficient public transport services. This is part of an overall sustainable development plan, says Veli Heikkinen, Head of Project at YTV. ASK environment friendly products, its long-term experience in transport ticketing systems and a range that addresses subscribers as well as occasional travellers with their contactless paper tickets are exactly the elements that we needed to reach our goal.”

ASK has already delivered Mifare® DESFire cards and Mifare UL contactless tickets for this project. C.ticket® is the contactless paper ticket that ASK has developed and launched successfully on the market in 2000 to solve occasional users issues. It was a worldwide premiere.

Since then, transit operators and events organizers such as Beijing Olympic Games Committee for 2008 Olympic Games have ordered C.ticket® to benefit from contactless technology. Over 80 million ASK contactless paper tickets have been delivered on 4 continents.



About ASK

ASK, with over 130 million contactless products in circulation in more than 50 countries, is a worldwide leading provider of a full range of contactless products including smart cards, smart tickets, smart adhesive labels, readers, inlays for electronic passports or contactless smart cards and eDocuments. ASK is ISO9001 certified and holds a portfolio of 54 patents to date. ASK is a France-headquartered company with worldwide customers, and subsidiaries in Singapore, China and the US.

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