

Bolzano, 15th of September 2016

## Travelling with SASA is going to be a game

Travelling with SASA is going to be a game. Starting from September 2016 the company introduces, for the moment on the Android Mobile platform but soon also available on iOS, a new stimulating innovation for every user of the SASABus app. Everyone who is already or who will be registered in the future will be able to transform his or her kilometres travelled by bus into points that can be used in exciting online challenges. Using also technologies recently introduced by SASA, the so called *beacon* – mini transmitter installed at the bus stops and on the busses that interact with the new generation smartphone – the game can begin. From time to time the system presents the player with new challenges, for example the invitation to use a fuel cell bus at least once, travel a given mileage or participate at the “Giornate per la mobilità” – the days for mobility” – and so on. Within the game you can earn rewards passing levels and progressing by carrying out competitions with other users as well as sharing your personal successes.

The daily life and especially the use of public transport will be fun time through this interesting opportunity offered by the gamification techniques, in which SASA is investing with the constant updating of the SASABus app. It presents one of the new generation instruments that allow involving and stimulating the users more and more towards an increased use of public transport. Conveying a virtuous message such as the use of public transport also by means of a game tied to the actual reality mobilizes people who are going to be more and more active and interested in this context.

Therefore, SASA as the first company on the local as well as on the national level takes on the challenge posed by the ever more widespread concept of the *Playable City*. In an increasingly complex urban dimension one has to act through new technologies in order to involve who is living in the cities and to confront current issues. At the global level, projects that aim at establishing a balanced relation between the circumstances of the citizen, environmental resources and life styles are becoming increasingly widespread. Their common leitmotiv is the careful use of new technologies, oriented towards improving our daily habits. Technology, with its undeniably constant increase in dissemination, is becoming a driving force for a new relation towards the world around us, a strong appeal of our time to reconsider environment and tools in a new light.

It is in this spirit that SASA wants to continue its innovation, trying to increase even further the general level of satisfaction, which is already amply documented by periodic surveys. Surveys that underline that a relation mediated by new technologies is becoming more and more important for the user, as the user-friendliness of the website leads the field in terms of aspects most appreciated.