CHANGING THE WORLD

ONE CITY AT A TIME
ASBEN
BOSTON
CHATTANOOGA
CHICAGO
COLUMBUS
GUADALAJARA
LONDON
MELBOURNE
MINNEAPOLIS
MONTREAL
NEW YORK
SAN FRANCISCO BAY AREA
STONY BROOK UNIVERSITY
Toluca
TORONTO
WASHINGTON DC
WASHINGTON STATE UNIVERSITY
PBSC provides best in class equipment, hardware and software to the most successful bike share systems across the globe!

- 47,000 bikes
- 3,800 stations
- 140M rides
- 2 universities
- 15 cities
STATIONS
ON THE MOVE

OUR SOLUTIONS
READY TO CHANGE THE WORLD IN 30 MINUTES

NO EXCAVATION NEEDED. JUST DROP ONE MODULE, AND ANOTHER, AND ANOTHER AND SO ON. EACH HOLDS 4 BIKES AND OCCUPIES ONE PARKING SPACE.

SMART DOCK
unlock bikes straight from the dock

SOLAR PANELS
making the station energy self-sufficient

MODULAR SOLUTION
plug & play installation is flexible like adding or removing building blocks

KIOSK
sun or grid-powered easy-to-use payment interface

WIRELESS COMMUNICATION
for payment processing and data transmission

MAP FRAME
to display urban information and advertising

PBSC URBAN SOLUTIONS
THE TERMINAL

This is the station component where all communications are linked between the bicycles, the docking points and the PBSC back office. It is also where non-subscribers and casual users such as tourists are able to secure a temporary membership so they too may use the bicycles.

Moreover, the terminal can be set up to provide a wide range of additional services. Thanks to its communications device, credit card processing capabilities and multi-function user interface, the kiosk may be configured for public transportation passes.

Kiosk specifications include:

- Uniform modular unit
- Easy to remove, replace and repair
- Solar panels power entire station – virtually unlimited number of bike docks
- Virtually no downtime
- Works when offline for members using a whitelist
- Color touchscreen interface, printer
- Can control bike and parking space rental
- Accepts various forms of payment – member key/card, credit card, transit card or mobile app
- Information and instructions will be available in the languages requested: English, Spanish and French among others
PBSC is the first to offer stations that are designed to operate without a typical kiosk. Welcome to the world of Smart Stations! This unique solution reduces the overall cost compared to a standard station.

**CASUAL USERS**
They can purchase a short-term Pass using the Transit App.

**SMART MAP FRAME**
Complete system integration
No need for screen, printer or credit card reader
VALET MOBILE DEVICE

WITH THE VALET MOBILE DEVICE YOU CAN INSTANTLY OFFER A LARGE VOLUME OF BIKE RENTALS & RETURNS FOR CULTURAL, SPORTS OR ANY SPECIAL EVENT. NO NEED FOR A PHYSICAL STATION!

DURABLE
High performance ruggedized seven inch tablet.

EASY BIKE RENTAL & RETURN
Scan member card or key to rent and return 1-4 bikes per member.

SIMPLE
Fast, easy and fluid experience for your team: plan, set up, scan.

CONNECTED
All data uploaded in real-time to the system backend.
**System Back-End (SBE):** System wide application that manage the entire bike share system. SBE comprises databases, methods, web services, etc., all of which Amazon Web Services hosts on behalf of PBSC. SBE is accessible via COMET.

**COMET:** Integrated & intuitive graphical user interface for PBSC’s secure & robust cloud-hosted solution for monitoring and managing your bike sharing system, COMET is accessible from any internet-connected computer or tablet. COMET provides dashboards, information and tools & reporting on assets, finances, customer service, marketing and rebalancing.
THE BIKE THAT TRANSFORMS DRIVERS INTO CYCLISTS
ICONIC

THE AWARD-WINNING, ROBUST AND GORGEOUS DESIGN THAT LAUNCHED AN ENTIRE INDUSTRY NOW SPORTS OVER 30 IMPROVEMENTS. ICONIC IS THE INDUSTRY REFERENCE.

- SMARTHALO OR GPS leading-edge directional interfaces
- ROLLER BRAKES for efficient, low maintenance and safe braking
- SECONDARY LOCK option to park the bike anywhere
- STURDY LUGGAGE CARRIER the size of your average briefcase or purse
- LIGHTING SYSTEM powered by a dynamo with a 10,000-hour lifespan. When the bike stops, the lights stay on for 90 seconds.
- PATENTED LOCKING DEVICE a proven anti-theft system
- TOUGH 28" WHEELS super solid rims, puncture-resistant casing and tires with reflective sides
- ALUMINUM FRAME light and durable
- CHAIN PROTECTOR to protect riders' clothes
- INTEGRATED GEARHUB Shimano Nexus 3-speed, or optional 7-speed
- COMFORTABLE SEAT theft-proof, with a marked scale for height adjustment
- AD PANELS and rain protection
FIT

Our new FIT is a lighter rendition of everything you love about the Iconic, making it the ultimate riding experience for all types of riders.

- Thinner grip for better handling
- Identical ergonomics lighter components and a smaller frame
- Sturdy luggage carrier with integrated lighting system
- Smaller 24" wheels for great maneuverability
- Rear light for full visibility
- Ad panels for maximum sponsor visibility
- Automatic chain tensioner

PBSC
Urban Solutions
BOOST opens up brand-new terrain! Enjoy a smooth, fun and easier ride across longer distances, up hills and against headwinds.

- **Battery**: high capacity and integrated design
- **Hub motor**: fully integrated into the wheel
- **Pedal assist**: gives an extra boost while you’re pedaling
- **Propulsion**: without noise or vibration
- **Recharge**: via the patented locking device

PBSC Urban Solutions
AN EXPERT TEAM LEADING A PROVEN PROCUREMENT SYSTEM.

SUPPLY CHAIN

PURCHASING
A highly experienced team. We spend tens of millions on equipment annually.

SOURCING
We collaborate with proven partners who respect our quality and price standards.

INVENTORY
We manage all the parts in an impressive 20,000 ft² warehouse.

PRODUCTION
Our dedicated, trained resources manufacture, assemble and test all system components.

QUALITY ASSURANCE
We implement a systematic process to ensure all our products meet exacting requirements.

CUSTOMER SERVICE
City and operators’ needs are top priority, with the goal of providing the best products and services when and where you want it!
WHAT MAKES BIKE SHARING ATTRACTIVE

Leaders in Innovation!
Innovation is in our DNA: we are constantly improving our products and services, listening to our partners and keeping them involved and abreast of all new developments and upgrades.

PBSC invested in excess of $2M in R&D in 2015, and will surpass that in 2016. Here are some innovations that have been developed:

+ Very advanced station power management technologies and features
+ Integration with alternative transportation systems
+ Electric bikes and kinetic energy recuperation
+ Leading-edge asset management tools and features, including access from mobile devices
+ Sophisticated, more robust and lower-cost communication technologies
+ Bikes with mount kit/charger for mobile devices
+ Mobile device and wearable integrations with tools such as Google Now

We are currently evaluating several other innovations on our two-year roadmap - some that cannot be mentioned here due to patent pending guidelines.
SMARTHALO
BRINGS BIKE SHARING TO A NEW LEVEL

SMARTHALO is a directional interface designed for a smart and safe riding experience. It provides turn-by-turn navigation simply through an intuitive light halo that guides cyclists in the city.

Pairs with a **SMARTPHONE** through the CycleFinder app

+ Increases cycling safety by acting as a **NAVIGATION** interface

+ **DIRECTS** users to find the nearest available station

+ Enables high-value brand **SPONSORSHIPS**

+ **Supports TOURISTIC** and sponsored routes

+ Resistant and **ROBUST** built-in interface

+ Operates on **LOW-ENERGY** Bluetooth 4.0
PBSC is the **first** and **only** bikeshare system to offer mobile payment through the Transit App, which is available in over **125 cities**.

The Transit App is a great opportunity to **bring new users to the bike sharing** experience and provide users a great multi-modal transit integration experience.

+ Fast sign-up and subscription process for first-time users as well as existing members
+ Quickly find a nearby available bike or station
+ Purchase different types of passes
+ Obtain a code to unlock a bike
+ Full integration with other modes of transportation
+ Available in the Apple and Google Play app stores.
CYCLEFINDER
A SMART APP FOR A SMART RIDE!

CYCLEFINDER ACTS AS A PERSONAL BIKING ASSISTANT, HELPING CYCLISTS FIND AVAILABLE BIKES, PLAN ROUTES AND TRACK THEIR PERSONAL CYCLING METRICS. PLAN A RIDE, SET GOALS, GET FIT. SAVE THE PLANET. ENJOY THE RIDE!

KEY FEATURES

+ Adapts the colour of the screen to city or sponsor
+ Creates user profile with tracking
+ Has a time limit reminder
+ Displays maps and lists
+ Remembers favorite stations
+ Keeps history of rides
+ Assists user with their Eco and health goals
+ Supports multi-languages
+ Connects with SmartHalo interface (optional)
Transit cards get citizens moving whether they commute by bus, streetcar, ferry, rail, train - or bikeshare in the future.

We understand the complexity and effort required to combine all transit requirements. We have integrated other transit cards in the past, such as student cards and PIN for Stony Brook University, and also different payment systems and gateways APIs. We are also able to leverage our Transit App partner’s extensive transit integration knowledge on the API and data side, as the app integrates data to offer a great multi-modal transit experience.

Our hardware is able to read and interface with multiple cards’ contactless standards. We have the hardware required to work with any public agency to integrate fare payment with a transit card.
PROMO CARD
A NEW WAY OF ENHANCING THE EXPERIENCE FOR VISITORS AND ALSO LEVERAGE REVENUES.

The promo card allows partners such as hotels, tourism bureau, sponsors, restaurants - to distribute special cards to any visitors or tourists looking to try the bike sharing experience for a short period of time.

Easy
The promo card can be activated at any time by the users via website.

Traceable
When the user activates his card it will automatically link to his credit card.

Flexible
The activation lasts for the duration the promoter decides. It can be by minutes, number of rides or days.

Fast
The promo card allows the users to avoid line-ups and go directly to a bike after activation.
THANK YOU!

LET'S RIDE TOGETHER