

User-centric services

28/02/2022



MADRID



EMT MADRID

**ma
BRID**
mobility
360

MOVILIDAD INTELIGENTE
madridmobility360.app

APP MADRID
mobility 36

madridmobility360.app

Available on the
App Store

ANDROID APP ON
Google play



1. Madrid Mobility 360, the service



Madrid Mobility 360, offers a unique fully functional **MaaS solution**, including **booking, unlocking and payments** and an innovative solution beyond the powerful MPlanner, the route planner of Madrid Mobility 360, which is a world first in this type of tool, offering to the user information on bus occupancy.

The user obtains information about bus occupancy in the trip segment of the specific calculated route, both while calculating a route and while waiting at the bus stop. Thanks to this unprecedented application, users **can make more conscious and free mobility decisions**, and positions Madrid at the forefront of digital mobility.

Now, more than ever, **the promotion of sustainable mobility means offering a smart mobility experience**, that is, one that is digital and innovative, and provides the user with efficient alternatives to make their journeys easily and smoothly.

2. Madrid Mobility 360 in Play Store and Apple Store



Google Play Store:

<https://play.google.com/store/apps/details?id=es.emtmadrid.mobility360>



Madrid Mobility360

EMT Madrid, S.A. Maps & Navigation

Apple Store:

<https://apps.apple.com/es/app/madrid-mobility-360/id1540600891>



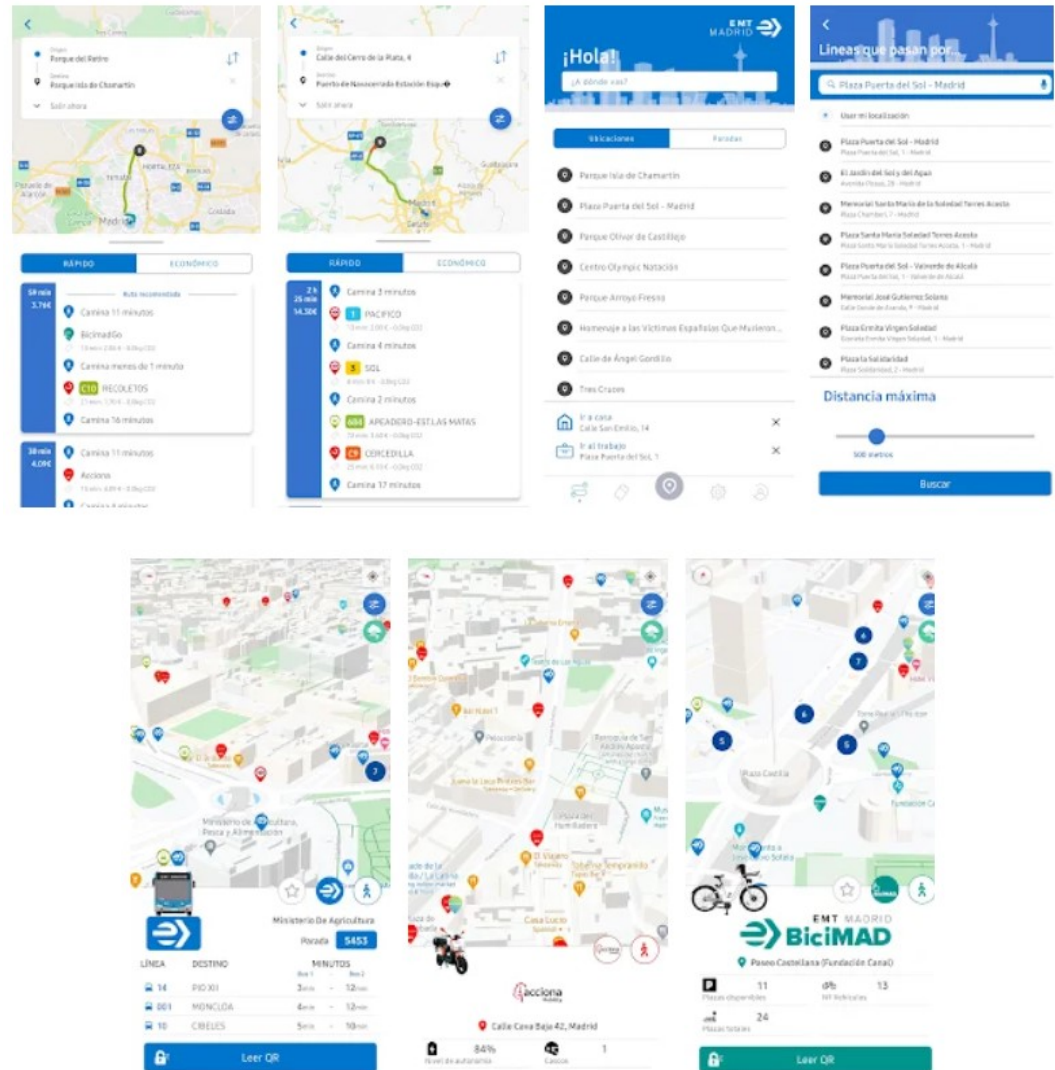
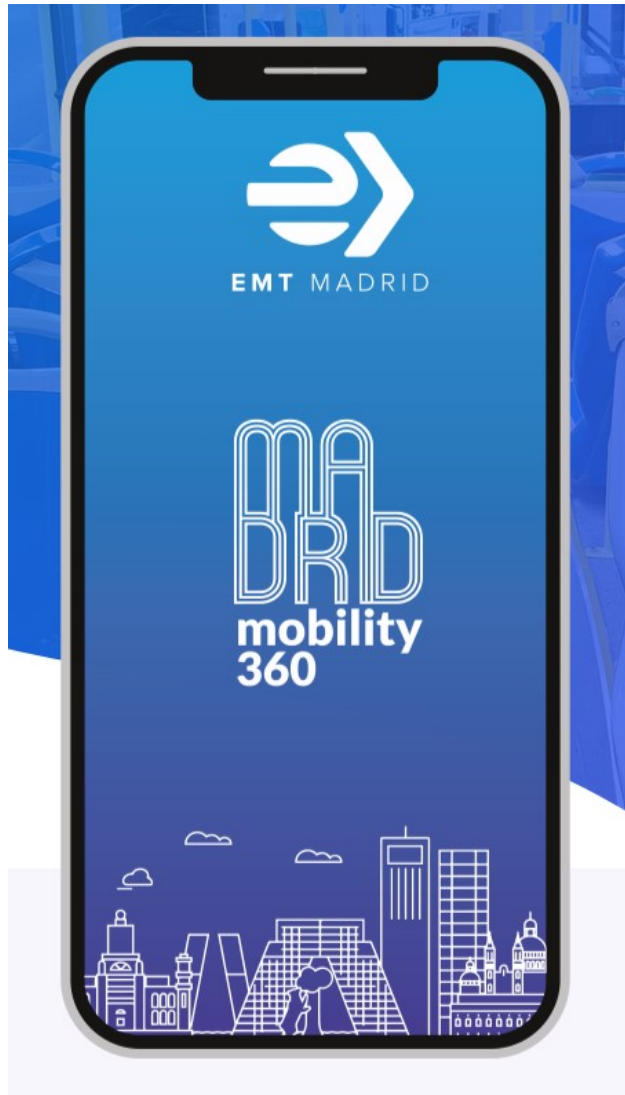
Madrid Mobility 360

4+

EMT Madrid

Gratis

3. Screenshots from the app



4. Functionalities

Madrid mobility 360

PRINCIPALES CARACTERÍSTICAS



INFORMACIÓN DE OCUPACIÓN

Nivel de ocupación del autobús al planificar rutas y en parada.



PLANIFICADOR DE RUTAS

Calcula rutas multimodales con diferentes soluciones de movilidad.



PAGO DE BILLETE DE AUTOBÚS

Registro, pago y validación del billete mediante código QR.



BiciMAD y BiciMAD go

Desanclaje por QR desde la App en los servicios de BiciMAD y BiciMAD go.

occupation
information

route planner

payment of
bus tickets

BiciMAD and
BiciMAD Go
services

estimated CO²
generated

5. Promotional videos



<https://www.youtube.com/watch?v=i4tqdevcol>



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