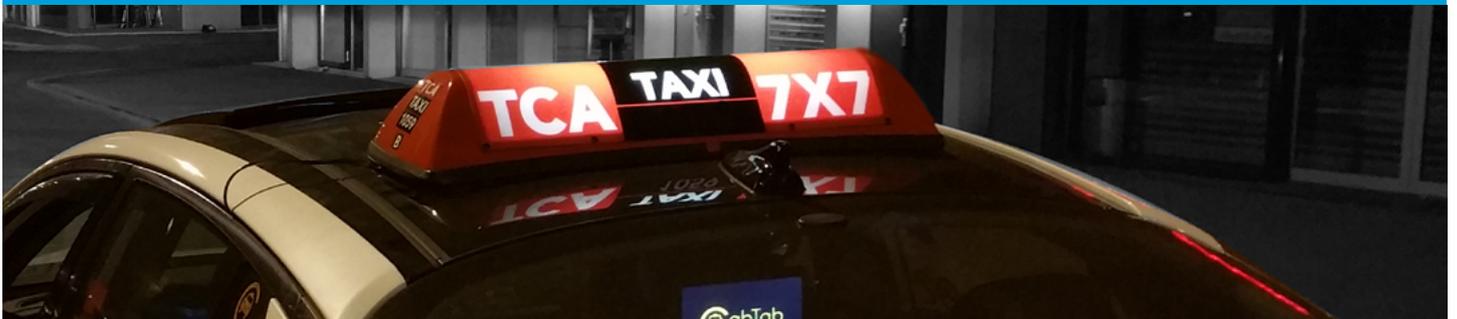


# Capture and Samsung collaborate to improve taxi services and safety with interactive tablet solution

Galaxy Tab 4 devices with KNOX Customization heighten travel experience for passengers.



## Business Issue

Companies in the transportation industry are increasingly interested in using technology to improve both the passenger experience and fleet management capabilities. Such was the case of one taxi company based in Amsterdam that wanted to provide passengers with more options to view different routes to their destinations, see fare information, find hotel and restaurant recommendations, and share feedback on drivers and service. The taxi company also wanted an easier way to generate accurate and compliant driver and vehicle logs.

## Solution

Capture was able to meet the demands of the taxi company by delivering interactive, touch screen solutions that provide passengers with clear information on fare tracking, payment, and GPS mapping. The Capture solution on Samsung GALAXY Tab 4 10.1 devices delivers a cost-effective, back-seat tablet system and also serves as a digital advertising platform for launching targeted offers. Integrating Samsung KNOX Customization, the Capture solution provides a stable, tightly locked-down environment that enables only those tasks and applications specifically designed for passengers and drivers.

## Results

With KNOX Customization, Capture delivered a unique, tailored solution that adds value to the passenger experience and creates new advertising revenue—while minimizing maintenance for drivers. Passengers receive better in-transit service and taxi operators are able to drive more safely with fewer distractions, as passengers can turn to the tablets for specific information.

Customers have the option to view the fastest route, pay fares, and find recommendations on available businesses and services near their destinations.

### Solution

Cabture chose to use Samsung GALAXY Tab 4 tablets with built-in fare tracking and geo-aware advertising platforms to enable a premium travel experience for passengers. The personalized Cabture user interface and the devices' high-resolution, sensitive touch screens deliver an engaging solution that facilitates communication with passengers and further enhances driver accountability.

With the hardware connected to the taxi meter, customers have the option to view the fastest route, pay fares, and find recommendations on available businesses and services near their destinations. The interface includes multi-language and voice support, which simplifies interaction and makes taxi travel easier for foreign passengers.

Using KNOX Customization, Cabture tailored and enhanced the customer experience. In fact, non-essential features were disabled entirely. Cabture also used KNOX Customization to integrate sophisticated advertising applications into the solution, connecting passengers with targeted marketing content from various brands. KNOX Customization also enabled Mobile Device Management systems to centrally monitor and update devices owned by separate independent operators.

#### Samsung KNOX Customization

KNOX Customization provides powerful and flexible configuration options for enabling onboard entertainment solutions.

**Kiosk mode configuration** allows enterprises to extend behavior controls to create devices that fulfill specific tasks. This ensures that passengers use a kiosk only for its intended purpose, limiting security risks.

**Connectivity configuration** lets enterprises access enhanced connectivity modes for Bluetooth, Wi-Fi, and USB—making it easy to integrate with fare tracking and GPS systems.

#### Samsung GALAXY Tab 4 10.1

The Samsung GALAXY Tab 4 includes a high-quality display and streamlined form factor, which make it an ideal solution for engaging customers one-on-one with onboard entertainment solutions.

**1280 x 800 display** provides a beautiful screen for high-quality advertising.

**Lightweight body**—17.28 oz. and .31-inch thick—is slim without compromising performance.



### Customer Challenge

Cabture needed a stable, tablet-based onboard taxi entertainment system that offered:

- Better, safer passenger experience.
- Easy maintenance for taxi operators.
- Ability to generate new advertising revenue.

“The SAMSUNG KNOX Customization helped us create a compelling solution for both passengers and taxi operators. Our interactive solution built on the Tab 4 creates a rich travel experience while also creating a way to offer highly targeted, one-to-one customer engagement for advertisers.”

— Louaie El Rowidi,  
Co-founder, Cabture

Passengers can get what they need on their own, which means drivers are less likely to be distracted and passenger safety improves.

### Benefits

With KNOX Customization, Cabture transformed Samsung tablets to deliver unparalleled travel experiences for taxi customers. The easy-to-maintain solution can also deliver lucrative advertising revenue.

#### Better, safer customer travel experience

The GALAXY Tab 4 offers a stable tablet platform with a high-resolution touch screen that is easy to use. KNOX Customization enabled Cabture to integrate GPS, fare tracking, and localized advertising systems for a specialized solution that meets the exact needs of taxi travelers. Customers are able to determine the shortest route to their destination, receive price estimates, access driver information, and provide feedback via a driver survey. They can also find exclusive deals from restaurants, museums, and shopping establishments near their destinations and earn loyalty miles for discounts on future taxi rides.

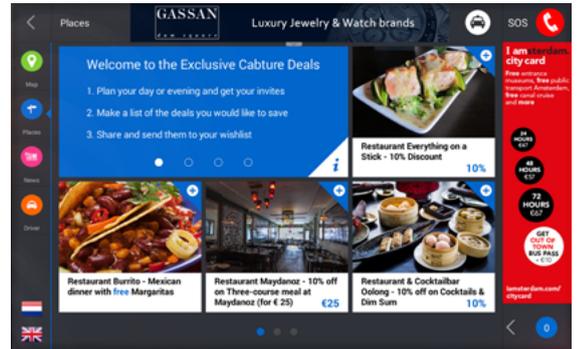
Passengers can find what they need on their own, which means drivers are less likely to be distracted and passenger safety improves. Other safety features include an emergency button that alerts an emergency operator if a passenger needs help. GPS coordinates are sent directly to emergency services in the event of an accident.

#### Easy-to-maintain devices

Taxi operators no longer have to waste time on IT troubleshooting. Using KNOX Customization, Cabture delivered self-contained kiosk devices with functionality tailored to support the passenger experience, which simplifies operation and maintenance. The KNOX security and management platform also has the ability to remotely control the device, so that Cabture can centrally update the tablets.

#### Lucrative advertising platform

With KNOX Customization, Cabture was able to customize the GALAXY Tab 4 interface to enhance advertising potential. The Tab 4 offers an easy, visually rich way for Cabture to generate advertiser offers and promotions. Advertisers gain the ability to provide one-to-one advertising to taxi passengers based on their destinations.



### About Cabture

Cabture, based in Amsterdam, is focused on improving the taxi experience with onboard entertainment and advertising solutions. Their sophisticated yet easy-to-use tablet solution allows taxi operators to offer friendlier, safer, and more transparent customer service.

## Legal and additional information

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