EVOLIS
Identify what matters

◎ **Client** | Angers Loire Metropole

◎ **Market** | Governements & Administrations

◎ **Evolis Solution** | Zenius

◎ **Challenge** | Issue and update municipal services cards

◎ **Applications** | Multi-purpose cards (transport, public services, etc.)

Multi-purpose card makes life easier for 100,000 users

Angers Loire Metropole, a large urban area home to some 300,000 people, introduced the A'Tout card in 2011 to coincide with the opening of its first tram line. It leveraged the opportunity provided by this new addition to the public transport network to modernize and streamline access to a wide range of municipal services with a single card. The RFID chip card is printed with the decentralized Zenius card printer system and is ready for immediate use.

Customer Testimony

Cécile GIMÉNEZ-WOOD,
Head of User Relations, City of Angers

Why did the municipal authority choose a plastic smart card?

PVC cards are durable and tough enough for everyday use. They are perfect for some services, such as borrowing from libraries, and swimming pools, which are very popular with a large cross-section of the public, including many children.

How have people reacted to the introduction of the A'Tout card?

When we launched the A'Tout card, we ran a communication campaign explaining how a how this single, durable card being utilized for all services would make life easier for the people in the city. The response was, and continues to be, very positive from the first day of the A'tout card's introduction.

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The A'Tout card is now an integral part of the city's services. Our priorities include improving people's experience of the city and simplifying daily life for everyone. A'Tout is a valuable asset for making Angers a better place to live.

Christophe Béchu, Mayor, City of Angers

CASE STUDY

42 decentralized printing systems **in municipal departments**

At launch, the card's functional and technical features were a French innovation. Many towns and cities across the country have since followed Angers' lead. Services have evolved over the years, based on data provided by RFID (radio frequency identification) technology.

Today the A'Tout card is available for individual residents of the greater urban area, nonresidents and legal entities, including organizations and voluntary groups. Made from PVC, the card is linked to a website that gives access to a wide variety of online services and to the city's amenities and public transport which include trams, buses, swimming pools, skating rinks, libraries and municipal sports centers.

Every year an average of 12,000 new cards are issued for daily use by more than 100,000 people in total.

This inclusive project involved broad input from different municipal departments, including the Angers User Relations, IT, Organisation, and Business departments, and helped to promote collaboration between businesses and services.

The card was introduced in stages with access to public transport in the initial phase. After a year, it was extended for use in libraries and sport and leisure facilities, including swimming pools and skating rinks. 180 municipal employees from different departments and sites use the A'tout system.

42 Evolis systems are installed in the city hall, local municipal offices, libraries and at the entrance to two swimming pools. Cards can be issued to users in the space of a few minutes upon presentation of the necessary documents. Subject to certain conditions, the A'tout card also entitles issuers to special pricing.

Upcoming new services

• Most municipal sports centers will be fitted with a card reader so that legal entities can use their A'Tout card to open the facilities.

• The municipal social services centre will be equipped to issue the A'Tout card to disadvantaged groups.

• As of 2018, families will be able to use their A'Tout internet account to access the «Parents' Area» to enroll children in leisure centers, daycare centers, and extra curricular activities.

For more information :
https://atout.angers.fr

TECHNOLOGY

Zenius

A'Tout is a contactless smart card with the user's name, photograph and unique identifier. The chip does not store personal data. Irigo, the public transport operator, programs the data needed to identify the users on the card. Compliance with the Calypso International Contactless Transport Ticketing Standard is required and is attained by the utilization of a Calypso antenna and reader to scan the card serial number during printing. Evolis installed a special Calypso antenna and reader to read the card serial number during printing.

Before the A'Tout card came to market, the people of Angers utilized a myriad of paper cards for public services and transport each requiring separate registration processes and supporting documentation. In the new, more streamlined system, identification is authenticated for a year, with no need to present the same proof of identity to different offices.

www.evolis.com