

# ASURA MOBILE OBU

Digital Tolling. Instant Activation. Smarter Mobility.



## THE CHALLENGE

Traditional tolling systems rely on stop-and-go methodology, or physical On-Board Units (OBUs), which require installation and maintenance within road user vehicles. This creates friction for users and operational overhead for toll operators.

There is a clear need for a **device-free, instantly deployable tolling solution** that works on any smartphone and integrates seamlessly with existing backend systems.



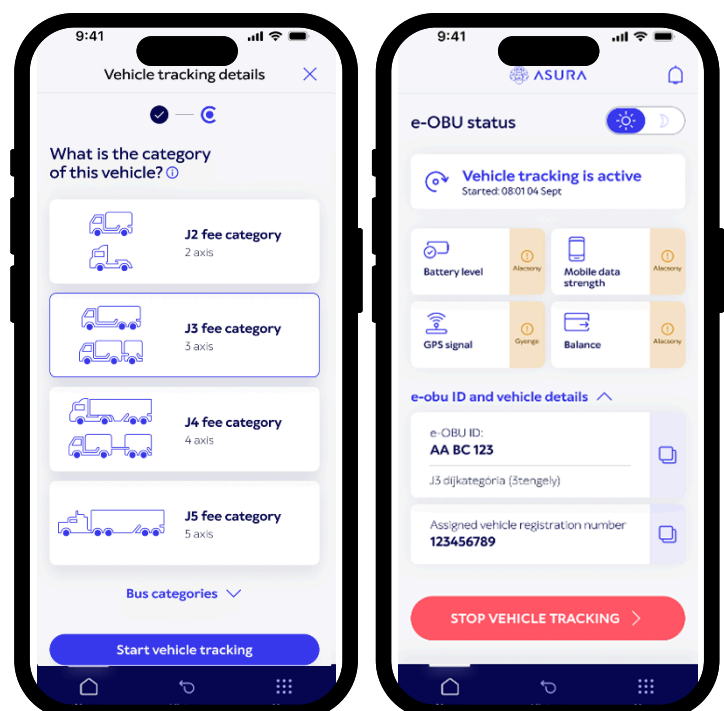
## THE SOLUTION

**ASURA's OBU Mobile Application** replaces physical OBUs with a smartphone-based tolling solution. Leveraging GNSS positioning and mobile data, it enables **real-time, accurate tolling** without hardware installation.

Users can download, activate, and begin toll road utilization in minutes, without shipping, downtime, or hassle.

## KEY FEATURES

- ✓ Compatible with iOS 14+ and Android 11+
- ✓ Push notifications for critical alerts
- ✓ Secure data transmission
- ✓ Scalable for national and regional tolling schemes
- ✓ No hardware logistics or servicing required



# CORE CAPABILITIES

## GNSS-Based Tracking

- Real-time location tracking via smartphone GPS
- Accurate toll calculation based on distance and route

## Device Health Monitoring

- Battery level alerts (15% and 5% thresholds)
- Mobile data and GPS signal integrity checks

## Account Balance Verification

- Real-time backend integration
- Push notifications for low balance alerts

## Instant Activation & Deployment

- No physical installation required
- Available via app stores for immediate use

## Customizable Vehicle Profiles

- Supports multiple vehicle types and toll categories
- Enables tailored pricing and compliance

## User Data Service Option

- Route information and service announcements
- Regulatory updates and direct channel of communication



## WHAT SETS IT APART?

ASURA's Mobile OBU app is a **fully digital tolling solution** that eliminates the need for physical devices. It offers **maximum flexibility, low operational cost, and rapid scalability**, making it ideal for toll operators, mobility service providers, and occasional users alike.

As part of the **ASURA tolling ecosystem**, it ensures seamless GNSS data flow and backend compatibility, while remaining open to third-party integrations.

By empowering users with transparency, ease of access, and real-time feedback, the Mobile OBU **fosters greater rule compliance** and **increases willingness to pay**—supporting fairer, more inclusive mobility systems.