



**FITSRUS pilots creating the  
vedia services  
18.6.2014**

# 1. Why is Vedia

Vedia aims at easing travel chain of border crossing people

**1** People traveling with train



**2** People traveling by car



At this stage of the development process we are focusing on two behavioral target groups. Services are targeted towards these groups to ensure ease of travel across the border through the use of Vedia multiservice.

# 2. What is Vedia

## Main services in the pilot are:

FIRST THE INTERNET IS MADE AVAILABLE

1. Free Wi-Fi landing page/hotspot on Allegro and Vaalimaa
2. SIM card top-up, prepaid subscription provided by DNA

NEXT THE TRAVEL CHAIN SERVICES ARE ADDED

3. Weather –services
4. Road services, help for car travelers
5. Connecting traffic & public transportation information
6. Translation services / RUS-FIN
7. Road info, fastest route over border
8. Border queue information
9. And more...

**FITSRUS**  
Helsinki-Pietari älykkäätien käytävä

ETUSIVU TIETOA FITSRUS-HANKKEESTA TARKISTA LIIKENNETILANNE

KOOSTEET JONOTILANNE HÄIRIÖT RAJAKELI KAMERAT

HÄIRIÖT JA TIETYÖT

Liikenneessä  
Rajalla

Tietoa häiriöistä

# 3. Vedia is - unlimited Prepaid

Vedia topup service is marketed by DNA in e.g. Allegros and media

## DNA Super Prepaid - your travel subscription

DNA Super Prepaid is a ready-to-use subscription with no monthly fee. You can also purchase a data package if you would like to use the internet on your phone. Start-up kits are sold by Teboil Rajahovi and R-kiosks, among others.

- Affordable calls, text messages and internet
- Start-up kit €7.90, includes €7 of credit
- Calling in Finland costs €0.086/min and calls to Russia €0.51/min
- The subscription kit includes instructions in Russian



1. Get your DNA Super Prepaid start-up kit **TEBOIL** from e.g. Teboil Rajahovi or R-kiosks **R kiosk**
2. Purchase more airtime or an unlimited data package at [www.vedia.fi](http://www.vedia.fi)



## DNA Super Prepaid & Vedia.fi

Услуга Vedia.fi предоставляет вам возможность загрузить в подключение DNA Super Prepaid дополнительное время разговора на 10 евро за один раз или недельный безлимитный пакет данных по цене 7,90 евр.



Vedia.fi предоставляет обслуживание на русском и английском языках.

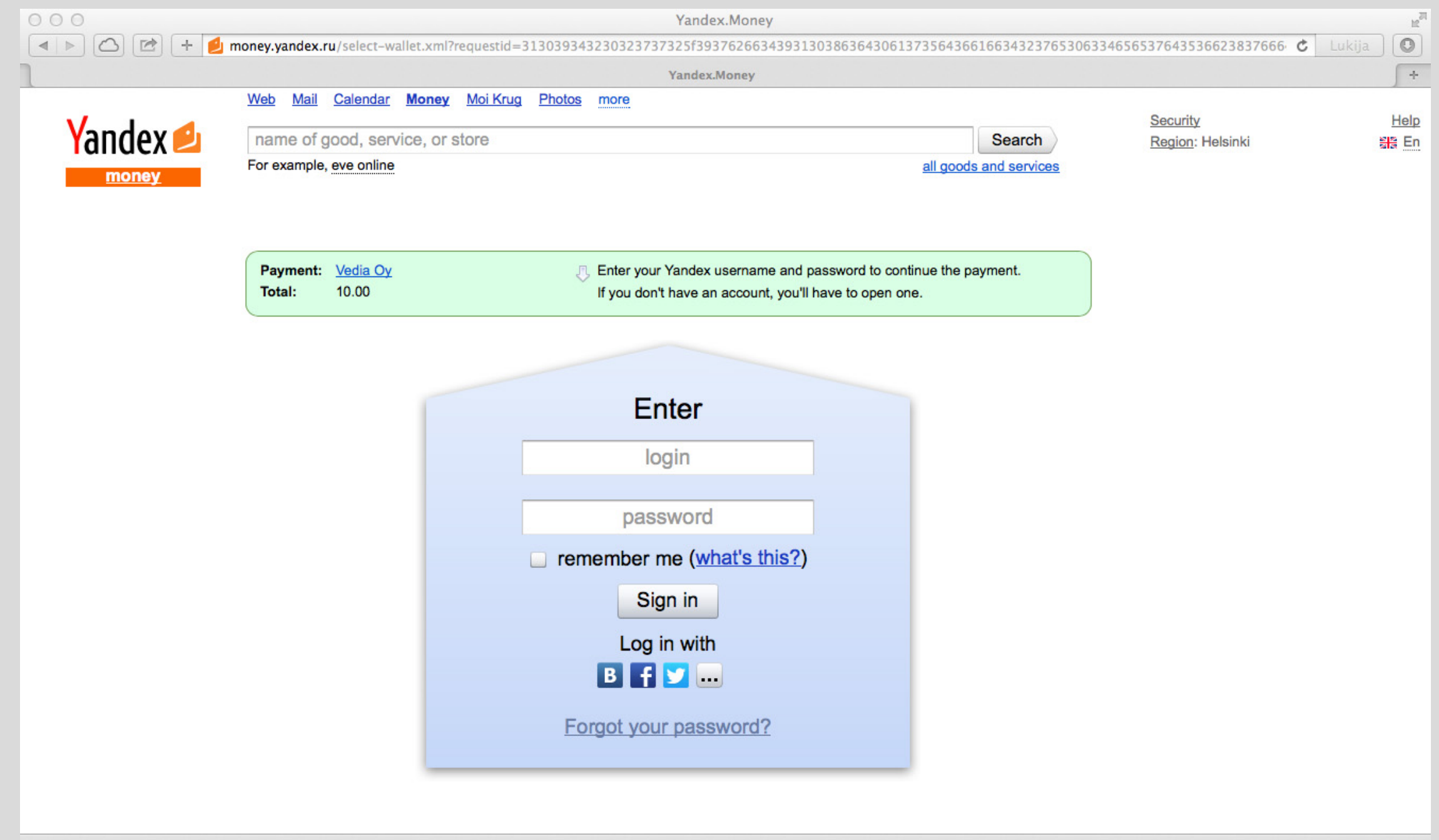
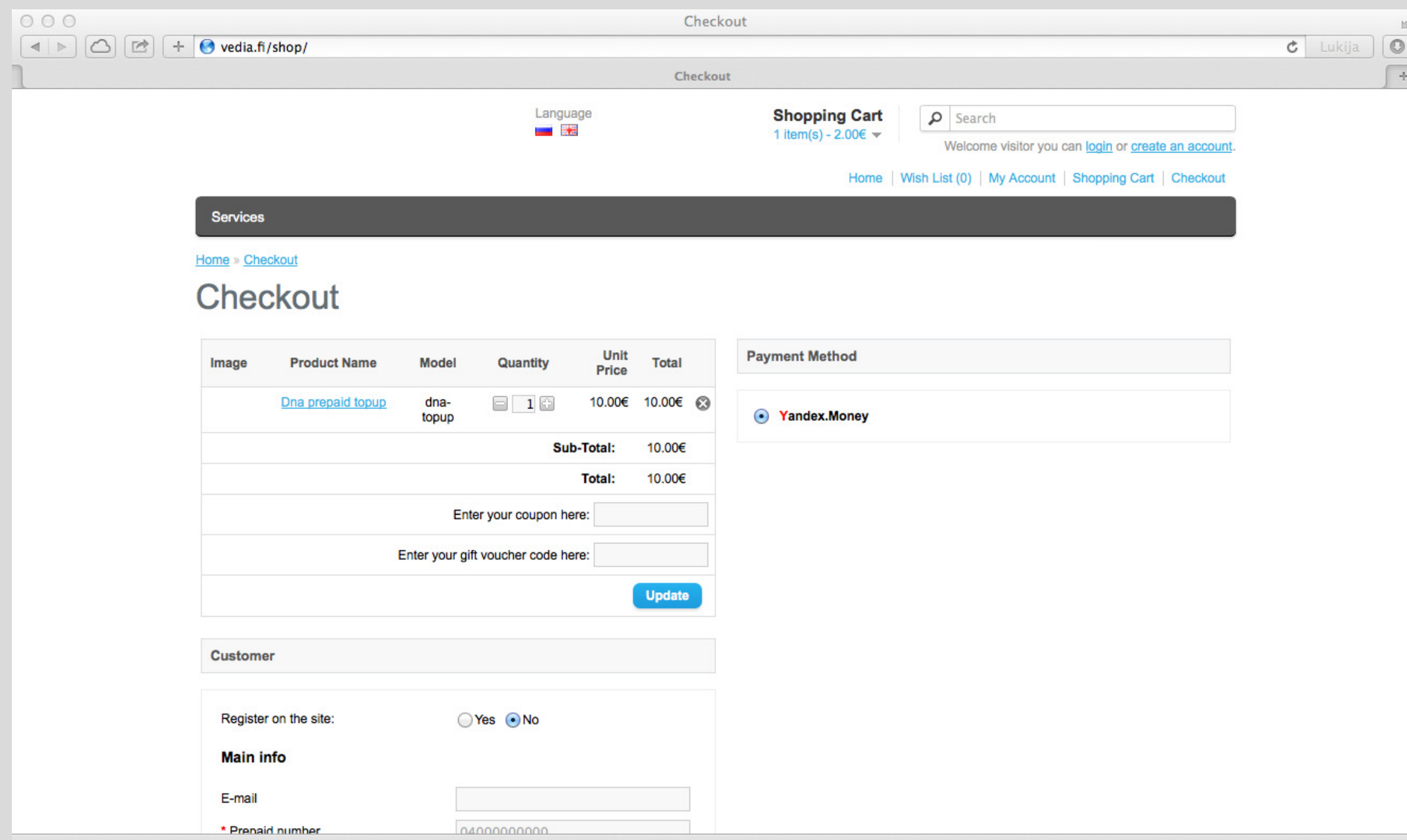
1. Приобретайте стартовый пакет DNA Super Prepaid например **TEBOIL** в Teboil Rajahovi или в R-киоске **R kiosk**
2. Загрузите дополнительное время для разговоров или неограниченный пакет данных [www.vedia.fi](http://www.vedia.fi)





# 4. Vedia is mobile Yandex-money-payment

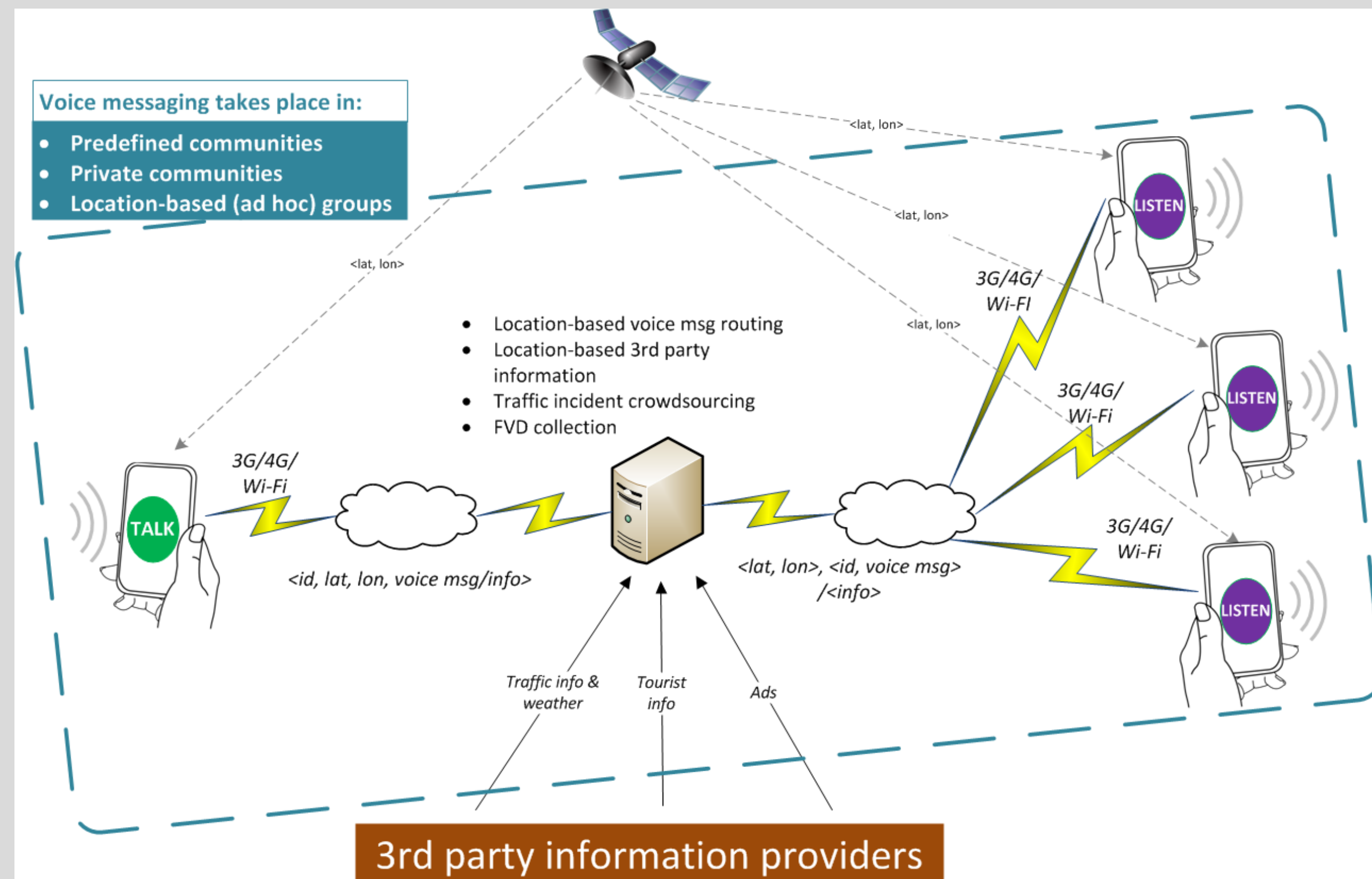
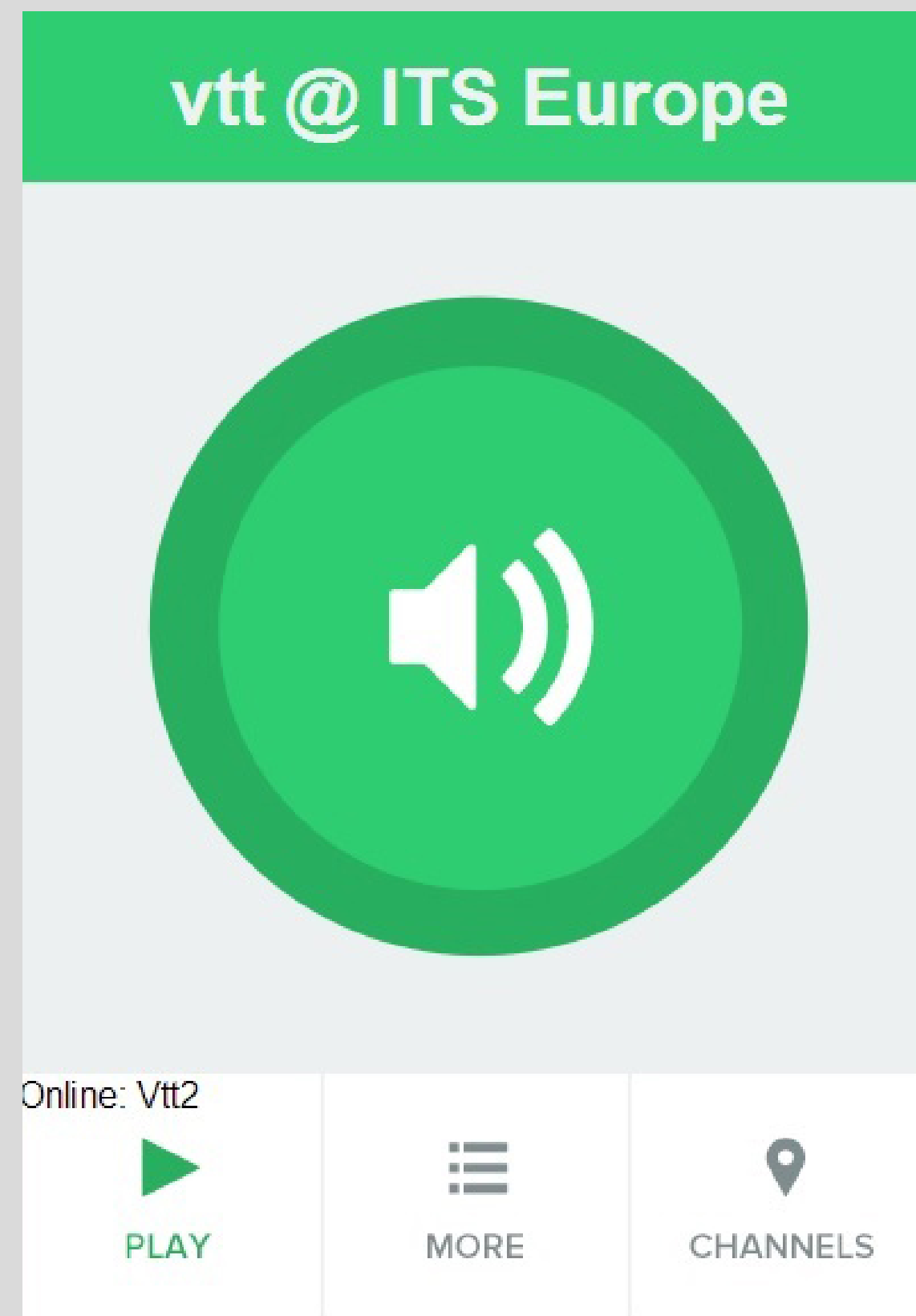
Vedia is offered to 18.000.000 customers of Yandex Money



# 5. Vedia is a web walkie-talkie- talkie for e.g. translation service

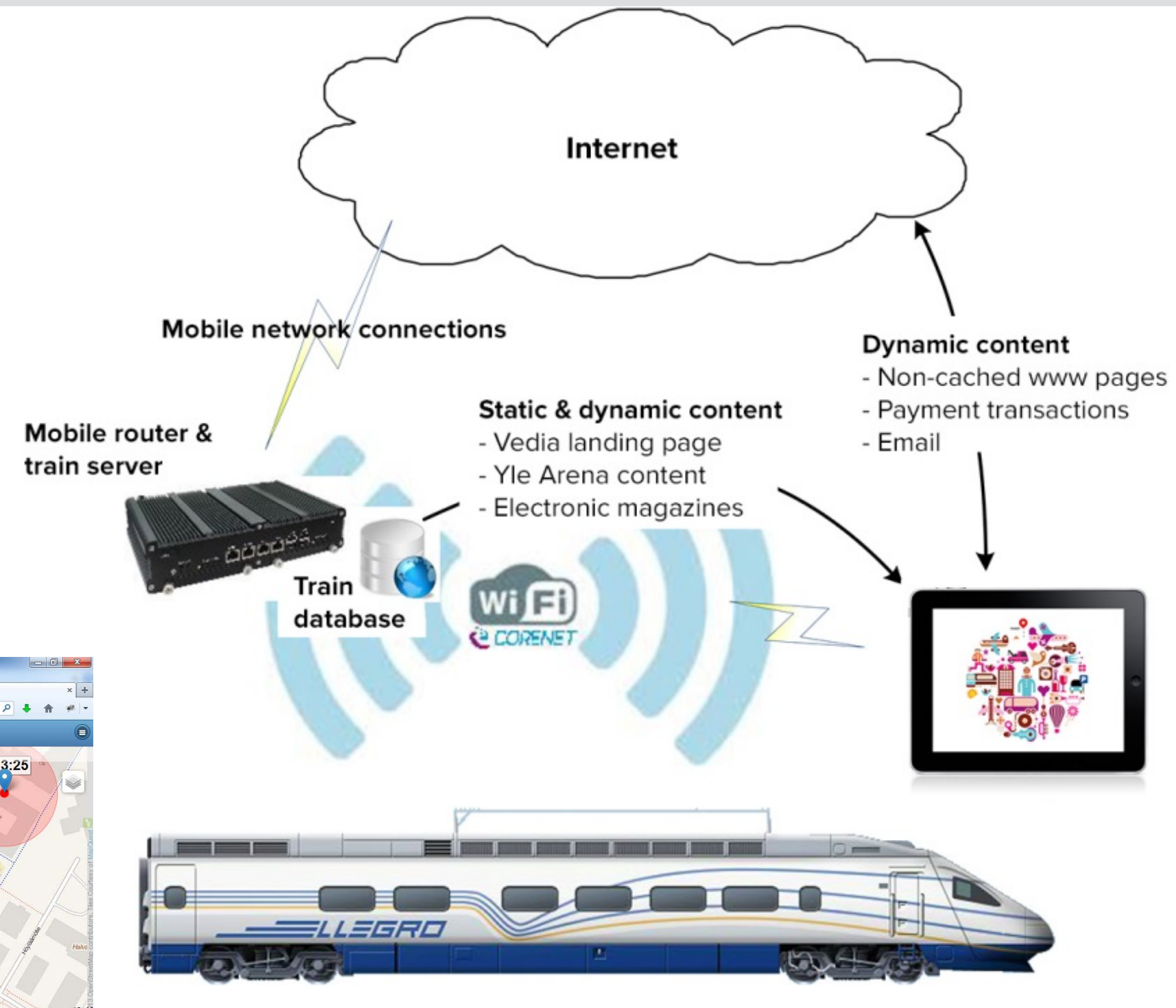
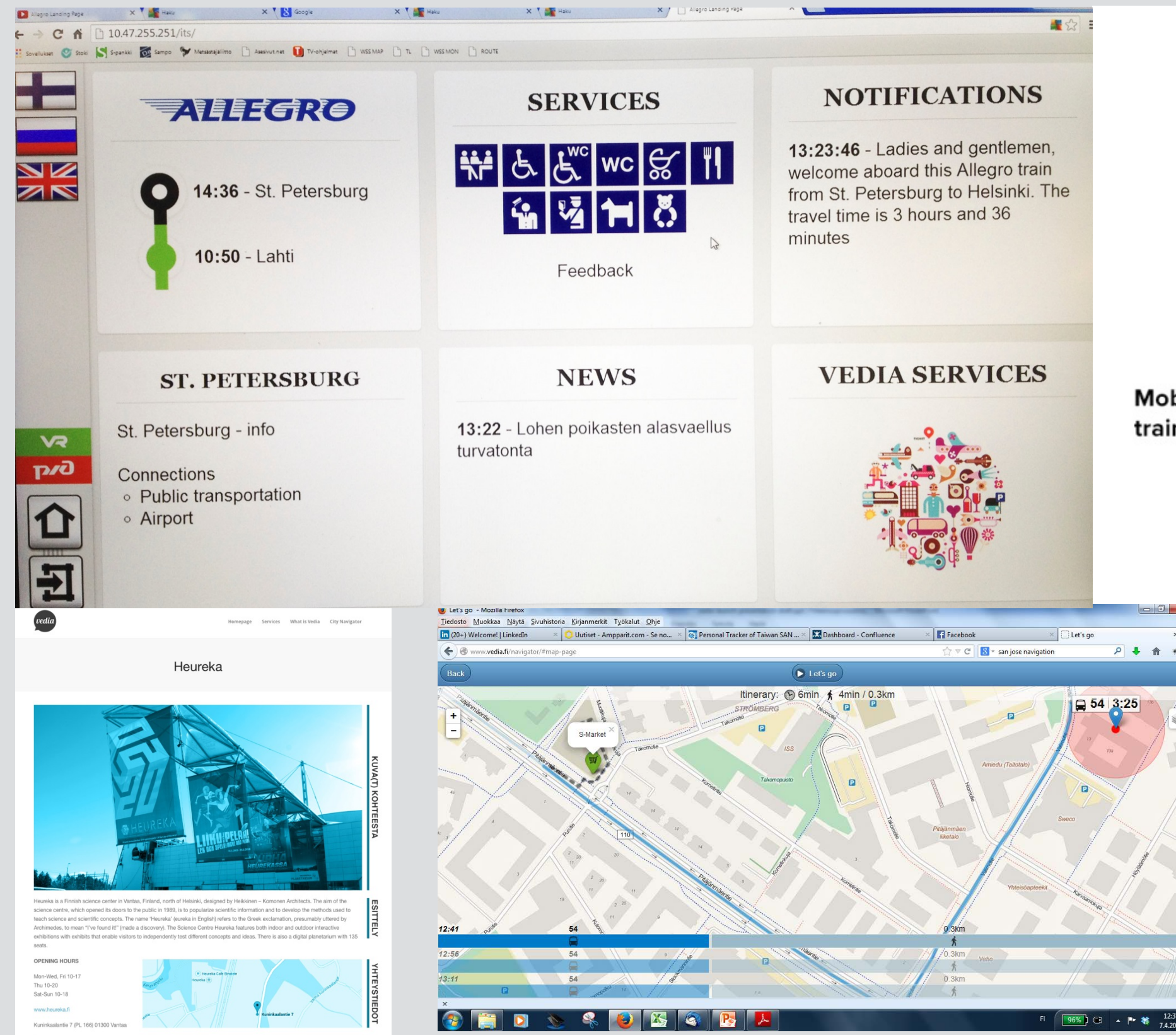


Vedia links travelers to location/context –based voice communications



# 6. Vedia is - wifi / landing page

Vedia web-portal brings relevant content to traveler



# 7. Who is Vedia

**Vedia is a consortium of ITS-professionals cooperating across the border of Finland and Russia**

**Allegro**

**Citat**

**Cesar Satellite**

**Corenet**

**Finnish Traffic Agency**

**DNA**

**Falck**

**KYAMK**

**Riskpointer**

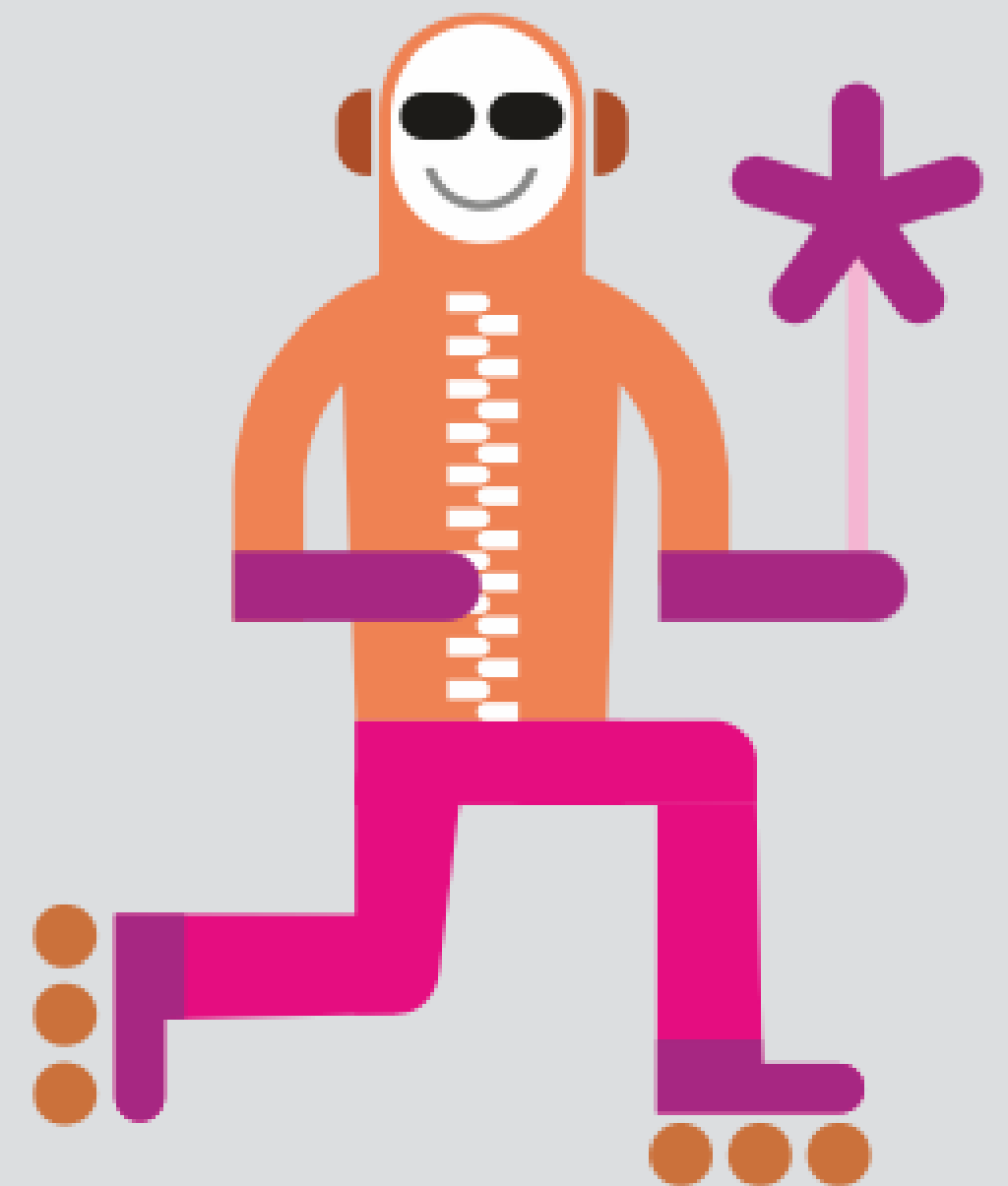
**Rosavtodor**

**St1**

**Via Media**

**VTT**

**Yandex Money and more**

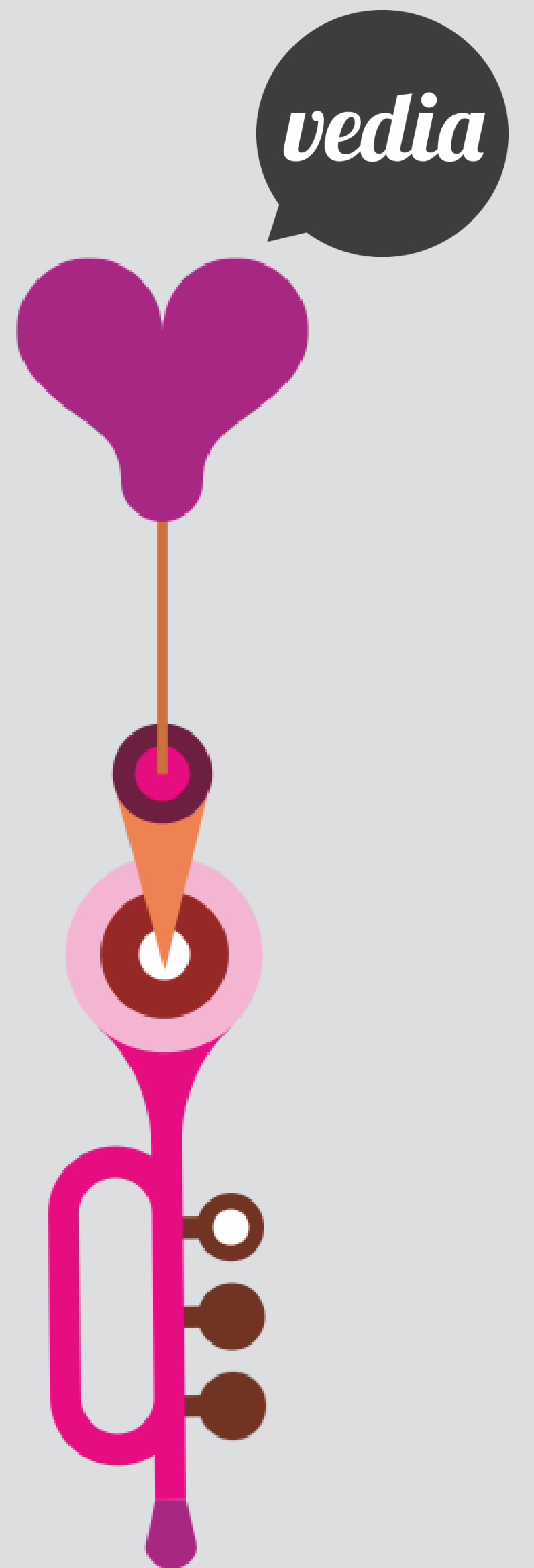




# 8. When is Vedia

## Vedia is moving from pilots to production

Public pilots are running. With added new services Vedia will be at full production scale in Q3/2014.



*vedia*

Thank you

Matti Lankinen & Vediafi team

Vediafi Oy

Valimotie 13A

FI-00380 Helsinki

[www.vedia.fi](http://www.vedia.fi)

