# 4. PRESS RELEASE

## Share your data, get rewards

- Announcement
- New feature

---

## PRESS RELEASE

**IMAGINE BEING ABLE TO CONTRIBUTE TO IMPROVING PUBLIC TRANSPORTATION IN MUNICH AND GETTING REWARDS FOR IT!**

In extension to the MUNCHEN app, there will be an option to share your traffic information in a save and regulated way. In exchange you will get early access to ticket sales.

**Munich, 20. Dec 2020:** City of Munich launches a new feature to their MUNCHEN APP where users can choose from a large variety of rewards. They will get these rewards after allowing the city of Munich to track their transportation data.

"Since I started using München app, I was able to buy tickets before the regular sale started and the only thing, I had to do was share my data!" (Customer quote)

The new feature called "Data share" will ask users if they allow the City of Munich to track their transportation data. The City of Munich will use this data to improve the current transportation systems and infrastructure in Munich. In return for sharing their data, users of the app will receive points. These points can be used to get early access on ticket sales for events in Munich.

Currently the city of Munich only has a poor amount of information about the traffic situation inside the city. This makes it difficult to improve the current situation and imply the right initiatives.

To increase the available information about the traffic situation the app provides a way for commuters in Munich to share their data in a save and regulated way and getting something in return at the same time.

Start sharing and receive your rewards now, download the app at:
www.https://www.muenchen.de/meta/iphone-android-app.html

Contact van der Velde, F.
Email: forevdv@outlook.com
Tel.: +316 24 78 0392