



INFORMATION TECHNOLOGY:
CREATING ADDED VALUE ACROSS PUBLIC TRANSPORT NETWORKS

Information technology (IT) is the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware. IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and retrieve information data. This includes the field of electronic communication (ICT).

IT systems are evolving at a very fast path opening opportunities for innovation. However, IT remains a tool that serves and empowers a strong policy and sound management. In this field as in others, there is not one single ideal solution but a complete range of possibilities to be carefully analysed and adapted to the specificities of each network.

We are today in a situation where number of networks worldwide have implemented unique technologic mixes reflecting different operational and strategic options and gaining substantial field experience. IT can enhance all the activities of public transport networks. Some examples are listed below:

IT potential

Travel Information

- Real Time Passenger Information (RTPI)
- Navigation tools
- Airport links
- Hand-held devices and mobile phones
- On-board passenger information systems
- Intermodal transport control systems

Integrated Fare Collection Systems

- Access control
- Fare payment
- Revenue collection systems
- Revenue control
- Card distribution and vending
- Data communication
- Information management
- Systems integration
- Ticket dispensing systems
- Passenger counting
- Integrated Fare Management
- Marketing strategies and applications

Card and Commercial Services

- Central system hosting and operations
- Financial clearing and settlement
- Card fulfillment, distribution, and marketing

Smart Cards

- RFID smart paper labels
- Contactless paper tickets and labels
- Contact/contactless multi-application cards

Customer Services

- Call centre technologies and providers
- System maintenance
- Communications network management
- Multimedia/internet services

Software and Hardware

- Database technologies
- Management tools
- Simulation software
- Timetable and staff planning
- Construction
- Planning/scheduling systems
- IT Project Management

Traffic Management/Intelligent Traffic

- Traffic signal priority systems
- Congestion charging
- Vehicle tracking
- Centralised and remote traffic control

Fleet and Vehicle Management

- Bus operator fleet management
- Car sharing
- Equipment for car parks

Training and Education

- Staff re-training
- Customer focused systems
- IT in human resources

Multimedia and Entertainment in Public Transport

- Advertising technologies
- Advertising brokers and content providers

Passenger Security, Safety, and Lifestyle Enhancement

- Access control
- Intrusion detection (property protection, family safety, and lifestyle enhancement)
- Fire services (fire detection and life safety systems)
- Video (surveillance, intelligent sensing, and recording)
- Scanning and trace detection (explosives and narcotics detection technologies)
- Barrier equipment

The potential benefits of IT

- For the authority
 - Continuous monitoring of performances and costs
 - Possibility to adapt the service contract thanks to the use of real operational data
 - New fare media models
 - Better control of revenue

- For the operator
 - Improved safety for drivers
 - Controlling service operation by dispatching automated control commands on service regulation (ie. Bus departure from terminals) and semi-automated commands (limited trip, lost trips, insertion of new buses on the network etc...)
 - Real-time user information
 - Optimisation of vehicles and drivers
 - Facilitated bus maintenance of vehicles through information on travelled distance and vehicles diagnosis
 - Smooth intermodality between all public transport modes
 - Collection of data on services characteristics and results
 - Increased speed at boarding (through e-ticketing)
 - Source of marketing data for management
 - Development of new drivers
 - Enhanced image thanks to innovation

- For passengers
 - Simplified purchase of tickets, avoiding cash circulation
 - Improved security
 - Enhanced service quality and particularly through a better regularity
 - Real time and on board information (stops, connections, service disruption)
 - Seamless journeys in multimodal systems
 - Attractive public transport networks

See the UITP Commission on Information Technology and Innovation:

www.uitp.org/Public-Transport/technology/index.cfm

Notes for Editors

UITP's World Congress and Exhibition will be held in Vienna, Austria, 7-11 June 2009. The theme of the event is 'Public transport: Making the right mobility choices'. For more information, visit www.uitp.org/vienna2009/.

See the congress programme: www.uitp.org/vienna2009/Congress/programme-en.cfm

See the Expo Forums programme: www.uitp.org/vienna2009/Congress/Expo-Forums-en.cfm

Get a preview of the exhibition: www.uitp.org/vienna2009/exhibition/index.cfm

Visit the Vienna Congress and Exhibition Media Room:

www.uitp.org/vienna2009/news/index.cfm

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IT during the 58th UITP World Congress and Exhibition

Wednesday 10 June	09:00-10:30	SESSION 713
IT solutions: are we delivering?		

The path of innovations in the field of Information Technology is impressive. However, maybe precisely because IT opens countless opportunities, public transport is still struggling to fully reap the potential benefits. The session will be the opportunity to take one step back and gain a new perspective. It will help to overcome a number of current difficulties such as trust among operators and with authorities, privacy protection, interoperability of media, and organisational issues.

Chair: Jarl Eliassen, Managing Director, Trafikanten, Oslo, Norway

- The New York City Transit Renaissance - Reducing passenger anxiety through the implementation of real-time information and intelligent transportation systems
Andrew Bata, Chief Officer, Strategic Improvements, MTA New York City Transit, New York, USA
- Interoperable Fare Management - The IFM Project
John Verity, Head of Compliance & Security, ITSO Limited, Birmingham, United Kingdom
- Fare systems in the age of e-ticketing
Mark Streeting, University of Queensland, Brisbane, Australia
- Public transport fares, physical and operational integration
Ester Litovsky, Strategic Planning Manager, Metrovias, Buenos Aires, Argentina

Monday 8 June	16:00-17:30	Expo Forum 3
Better on track with advanced components!		

- Simplifying battery maintenance with diagnostics
SMA Railway Technology GmbH, Dirk Wimmer, General Manager
- New Technology for Standardized Automatic Door
Gebr. BODE GmbH & Co. KG, Andreas Schunke, CEO
- Systematic analysis of safety functions with diagnostics
ELIN EBG Traction, Daniel Prostednik, Head of the Group
- Hybrid drives systems for rail vehicles. Solutions for new and refurbished rolling stock
Voith Turbo GmbH & Co KG, Heinz Tengler, Senior Vice President
- Curve squeal noise: A problem that can be solved
Ingralub AG, André Kofmehl, CEO

Monday 8 June Smart cards and smart ideas	16:00-17:30	Expo Forum 4
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- The role of SME driver of innovation
UITP, Robert Huber, UITP Vice President, Chairman of UITP Industry Assembly
- BMS / BIS in Korea (A Case Study of Kyunggi-Do)
EB CORP., Hyung Jin Cho, Manager
- The importance of reader interoperability in Transit
HID global, Hege Ask, tbc
- MIFARE Plus
NXP Semiconductors Austria, Denis Scheller, Marketing Manager
- Pilsen city card project
Mikroelektronika, Vladimir Vojáček, Sales Department

Tuesday 9 June 2009 Intelligent mobility solutions from Vienna	09:00-10:30	Expo Forum 5
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- Costs and Benefits of Geothermal Energy Utilization on Urban Railway Infrastructure
Wiener Linien, Andreas Oberhauser, Maintenance Process Manager
- Intelligent Transport Systems in the Eastern Region of Austria (Vienna Region)
Verkehrsverbund Ost-Region (VOR) GmbH, Hans Fiby, Project Manager
- Twin City liner Vienna – Bratislava – high speed vessels on the Danube
Raiffeisenlandesbank NOE-Wien, Andrea Hopf, Senior Vice President

Tuesday 9 June 2009 Global e-ticketing solutions	14:00-15:30	Expo Forum 8
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- IT Services and AFC - How to turn a supplier relationship could turn into a win/win partnership model
Scheidt & Bachmann GmbH, Matthias Augustyniak, Managing Director
- Making a world easier to live and travel: Strategy for a T-money world
Korea Smart Card Co., Ltd (T-money), Billy Back, Global Director
- E-Ticketing Solutions server
PARKEON, Philip Ayles, Marketing Director
- IT Can help to PT Authorities and Operators - Cases of Amman and Skopje
Kentkart, Güliz Ostürk, International Marketing Manager
- Electronic ticketing in Italy and new frontiers
Club Italia, Claudio Claroni, General Manager

Wednesday 10 June Setting large ITS project in motion	14:00-15:30	Expo Forum 12
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- Private Finance Initiatives for Communications and IT Projects in the Transport Sector
Alcatel Lucent, Albert Herritty, VP transportation
- GIRO NetPlan: a software application for improving network connections, reducing costs, and minimizing travel time
GIRO Inc., Alain Martinais, Director of Marketing
- Google and Public Transportation: Innovations in making public transportation more visible
Google, Florence Diss, Strategic Partner Development Manager
- Managing traffic in the city from Access Control to City Tolling and Dynamic Parking
Kapsch-Busi S.p.A., Viktor Hatwagner, Managing Director
- Effective "Networking" – planning, procurement and implementation of ITS systems in Public Transport
BLIC, Andreas Schrei, Managing Director

Wednesday 10 June Intermodal Transport Control Systems / Driver Training	16:00-17:30	Expo Forum 13
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- Achieving Safety and Efficiency through Driver Training
Trapeze Group, Udo Steinmeier, Sales Manager D-A-CH
- Business Intelligence Data Management for higher quality standards
Continental Automotive Switzerland AG, Stefan Gemperli, Head of Sales
- The new business perspective: ITCS System as Managed and Hosted System
INIT, Armin Fettingner, Key Account Manager
- EFARAIL - Integrated Management Platform
EFACEC, Pedro Pinto, Commercial & Marketing Manager
- Competitive ECO Driving - Why operators go green and make sustainable savings
FARA ASA, Thomas Bach Petersen, Product Specialist

Thursday 11 June 2009 Innovations in public transport	09:00-10:30	Expo Forum 14
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- Permanent Magnet Synchronous Machines (PSM) for Traction: What's in for the customer?
Traktionssysteme Austria GmbH, Mr Harald Neudorfer, Senior Manager