



Intelligent Urban Transport Systems



New products, services and technologies at IT-TRANS 2018

Part 3: Multimodal traffic

Karlsruhe/Brussels, 13 December 2017. Urban mobility today is made up of a variety of services complementing public transport. They comprise well established features, such as bike-sharing and car-sharing schemes. Others are emerging players such as ride-hailing and ride-sharing apps. Integrated mobility platforms, for example the Mobility-as-a-Service (MaaS) concept, blend the whole suite of mobility offers into one package. In the future, autonomous vehicles will add yet another option to the array of multimodal, connected and shared mobility services available to customers. The providers of these technologies and solutions will be among the around 250 exhibitors from more than 30 countries present at **IT-TRANS**. The sixth edition of the International Conference and Exhibition on Intelligent Urban Transport Systems will take place at the Karlsruhe Trade Fair Centre from 6 to 8 March 2018.

Multimodal and flexibel solutions by moovel

moovel Group GmbH, a wholly owned subsidiary of Daimler AG, is creating an operating system for urban mobility, which offers access to several mobility services – digital, connected and on demand. At **IT-Trans**, the mobility company will present its products moovel app, moovel transit and moovel on-demand.

moovel on-demand is a new mobility service offered by moovel Group GmbH, with intelligent journey management and routes being continually recalculated and updated using real-time data on traffic. Using advanced algorithms, moovel on-demand enables transport providers to manage and utilize their operations more efficiently. If several people also want to make a similar journey, the moovel on-demand algorithms pool the requests so that multiple passengers share one vehicle (ridesharing). The routes are correspondingly dynamic with journey and arrival times as well as starting point and end stop being individually calculated in each case.

With its product portfolio moovel transit, moovel Group delivers white label solutions to transit authorities and agencies worldwide. The products enable mobile ticketing via smartphone as well as the option to integrate further mobility services, such as carsharing and rental bikes in one app. In the U.S.,

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moovel North America is the leading provider of mobile ticketing application for transport companies. The moovel transit ticketing applications are used by 16 transport authorities in many US cities. Since May 2017, moovel transit is also available in Europe. Karlsruhe was the first city to use the mobile ticketing solution by moovel Group, making it possible not only to search and book tickets for local transit provider KVV in the app, but also rental bikes by Fächerrad. Since summer 2017, carsharing provider Stadtmobil is integrated in the app as further mobility option.

moovel's mobility app combines local public transport with carsharing provider car2go, mytaxi, rental bicycles and Deutsche Bahn. Most services can be booked and paid for directly via the moovel app. Since its introduction in November 2015, over one million tickets for the Stuttgart Transport Association area have already been sold via the moovel app.

Axon Vibe shows Mobility-as-a-Service (MaaS) platform

Axon Vibe is a location-based contextual platform that detects and predicts human behaviour. Public transport operators (PTOs) use this technology to orchestrate their customers' door-to-door, multimodal and on-demand mobility (also known as Mobility-as-a-Service or MaaS). Axon Vibe is working with operators across the world and across multiple modes of transport (train, bus, tram, ferry, etc.). The contextual platform powers PTO's mobile applications to help reduce end user friction and deliver additional services – like rent a bike for the last mile – without compromising users' trust. The technology can be easily integrated into the PTOs existing mobile app.

Axon Vibe's platform delivers:

- **Smart Travel Assistance:** Passengers enjoy a seamless travel experience by automatically receiving personalised messages and alerts based on their unique preferences and context.
- **Seamless Ticketing:** With smart location tracking analytics PTOs can understand where passengers get on and off various means of transport (be-in/be-out) to make the users' journey truly ticketless.
- **Ancillary Revenue:** Predictive analysis enables contextual marketing and cross-selling of third party services beyond mobility to develop new revenues for PTOs.



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Axon Vibe is based in Lucerne, Switzerland, and was founded by location technology pioneers. It has more than 100 employees from multiple disciplines across five countries – Switzerland, United Kingdom, United States, Hong Kong and Vietnam.

Calculating impact and performance of Mobility-as-a-Service with PTV MaaS Modeller

Public transport is tried and tested and will remain the backbone of every city's transport network. It forms the basis from which to expand the system with on-demand offers, such as shared vehicles and shared rides. The aim is to achieve a seamless interaction between different modes of transport. Pre-launch modelling of new transport options is key to successfully implementing MaaS business models. The integration of additional fleets affects the entire network. PTV's MaaS Modeller helps calculate these effects. The software solution enables fleet operators to determine how many vehicles they should put on the road including expected maintenance costs. Before launching the MaaS service, additional key performance indicators taking into account operators' specific requirements can also be modelled and calculated with the PTV tool. The technology is also based on a city's traffic data and travel demand to make the best use of each business model.

Optibus to present its latest solutions for planning and operating city-wide mass transportation

Israeli company Optibus provides a dynamic real-time platform that enables optimal use of resources for public transportation and fleet operators. It uses proprietary algorithms and cloud-based technology to factor in passenger demand and unexpected events, making real-time changes to prevent any negative impact.

The solutions that will be demonstrated during **IT-TRANS** 2018 are:

- Optibus OnSchedule – Optimising the use of vehicles and drivers
- Optibus Charge – Scheduling electric bus charging
- Optibus OnDemand – Public transportation as a service

The Optibus solutions directly help operators provide improved and optimised public transportation for daily travellers. With autonomous driving and car connectivity on the rise, service solutions are encouraging public and shared transportation models. Integration and efficiency of these new models are critical in making transportation as efficient as possible. Powering some



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of the largest bus operators internationally, Optibus is positioned for multi-modal transportation control, able to manage the on-demand mobility of the future.

DISCLAIMER

The published articles express the personal opinions of the authors and in no way represent the views of the International Association of Public Transport (UITP) or Karlsruher Messe- und Kongress GmbH. Some slight amendments might have been made to the articles provided by the exhibitors. Status: As of December 2017. Subject to alterations.

Captions:

Photo moovel transit App (Credit: moovel Group):

With its product portfolio moovel transit, moovel Group delivers white label solutions to transit authorities and agencies worldwide. The products enable mobile ticketing via smartphone as well as the option to integrate further mobility services, such as carsharing and rental bikes in one app.

Photo AXON Vibe (Credit: AXON Vibe)

Axon Vibe presents a MaaS platform, which detects and predicts human behaviour and orchestrates their customers' door-to-door, multimodal and on-demand mobility.

IT-TRANS, International Conference and Exhibition on Intelligent Urban Transport Systems, celebrated its debut in Karlsruhe in 2008. Within a short period, the biennial event was established as the most important platform for the industry. It is organised by the International Association of Public Transport (UITP) and Karlsruher Messe- und Kongress GmbH. **IT-TRANS** is aimed at all players in the public transport sector, and in particular at decision-makers from transportation companies and representatives of the private sector, government and professional associations. At seminars, workshops and presentations held during the three-day conference, international speakers will discuss innovations and how to practically implement IT solutions for public transport. About 250 international companies and service providers will present their latest products at the exhibition.

The next **IT-TRANS** will take place at the Karlsruhe Trade Fair Centre from 6 to 8 March 2018.



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More information: www.it-trans.org and www.twitter.com/IT_TRANS

