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IT Solutions for Public Transport  
**International Conference  
and Exhibition**

# PRESS RELEASE

## IT-TRANS: TRANSFORMING PUBLIC TRANSPORT INTO A 'ONE-CLICK' MOBILITY SOLUTION

**BRUSSELS, 21 FEBRUARY 2014**

**Public transport must harness the tech revolution in order to stay competitive in the rapidly changing urban mobility landscape: such was the overriding message from the 2014 IT-TRANS International Conference and Exhibition (18-20 February) in Karlsruhe, Germany.**

The event's 3,671 visitors from 50 countries and conference delegates shared the view that public transport must firmly embrace the tech revolution to become a more attractive, user-friendly mobility choice.

Following the example of online retailers and even the automotive industry, the vast array of technological solutions and innovations on display at IT-TRANS (from smart ticketing to real time travel information and third party applications) were a testament to the efforts being made to transform public transport into a 'one-click' mobility solution.

Today's smart travellers, used to user-friendly online platforms, have increasingly greater expectations about public transport, wanting more convenient and seamless travel solutions, with easy and immediate access to ticketing, payment and information at every step of the journey.

"Public transport needs to follow the same path as online retailers and the automotive industry in innovation for its customers but also to increase efficiency through better quality services," explained UITP Secretary General, **Alain Flausch**. "Public transport has a major role in building the smart communities we all aspire to and needs to harness these technological tools for its long-term sustainability and competitiveness."

For more information, photos and videos please visit [www.it-trans.org](http://www.it-trans.org)

### NOTE TO EDITORS

The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have 1,300 member companies giving access to 14,000 contacts from 92 countries. Our members are public



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#### CONTACT

ANDREW CANNING | PRESS & MEDIA MANAGER  
+32 2 663 66 39 | [ANDREW.CANNING@UITP.ORG](mailto:ANDREW.CANNING@UITP.ORG)

SYLVIE CAPPAERT-BLONDELLE | COMMUNICATION  
DIRECTOR  
+32 2 661 31 91 | [SYLVIE.CAPPAERT@UITP.ORG](mailto:SYLVIE.CAPPAERT@UITP.ORG)