# PRESS RELEASE

## IT-TRANS 2016: BIG DATA AND THE REVOLUTION IN PUBLIC TRANSPORT CUSTOMER EXPERIENCE

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**The massive increase in data available to public transport companies and its potential for a customer service revolution will be the key focus of the conference programme at the 2016 IT-TRANS International Conference and Exhibition (1-3 March) in Karlsruhe, Germany.**

Experts from across the industry will convene at **IT-TRANS 2016** to examine how public transport can harness the substantial amount of data available to it to **enhance and digitise the customer experience**, **improve services** and **operations** and also **boost revenues**. They will also discuss first-hand experiences of opening up data and how third parties can help to better exploit inert data.

As well as the core programme topics, **IT-TRANS 2016** will also feature examples of how IT enables the greater integration of public transport within the wider urban environment, taking a close look at **smart cities**, **new mobility service providers, traffic management** and **integrated mobility platforms**. The Conference will be split into sessions focusing on innovation and those focusing on the practical implementation of IT solutions.

Meanwhile, the sector's entrepreneurs and service developers, including the likes of Moovit CEO Nir Erez will combine with national authorities in the plenary session to offer their views on how IT developments are set to transform the sector.

"The growth of IT tools in public transport and the opportunities offered by our increasingly connected cities is a major trend affecting public transport and how it interacts with other transport modes, the city and its customers," explained UITP Secretary General, **Alain Flausch**. "**IT-TRANS 2016** will play a key role both in spurring innovation and guiding the sector in these rapidly changing times."

For more information and to register please visit www.it-trans.org

**NOTE TO EDITORS**
**IT-TRANS,** International Conference and Exhibition on IT Solutions for Public

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Transport, 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. 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 1 to 3 March 2016. Lufthansa Group Airlines are official airline partners for **IT-TRANS 2016** and offer promotional discounts.