



IT-TRANS – International Conference and Exhibition on IT Solutions for Public Transport – at the Karlsruhe Trade Fair Centre from 18 to 20 February 2014

PRESS RELEASE

IT-TRANS expands conference programme: SECUR.IT.Y places a spotlight on security issues

Brussels, 23 August 2013

With a significantly expanded conference programme, **IT-TRANS** – the International Conference and Exhibition on IT Solutions for Public Transport – will open its doors for the fourth time from 18-20 February 2014. For the first time a total of 11 conference sessions will be held, giving experts from around the world an opportunity to demonstrate how information technology is making public transport safer, smarter and more efficient. The topic of security can be found on the conference programme for the first time. Under the heading "SECUR.IT.Y", current issues related to security will be covered in three sessions.

"Security is key to an attractive service. Although public transport is generally very safe, passengers who feel that their personal safety is at risk may choose not to use the system," said **Lindsey Mancini**, security expert at the International Association of Public Transport (UITP). "Security therefore plays an important role in helping public transport to become the mode of choice for today's citizens. Good levels of security can be achieved by a combination of well-trained staff, solid procedures and policies, and of course technology. IT technologies for security in particular are fundamental to public transport security".

Investment in modern security technology pays off – as can be seen in the example of Hamburger Hochbahn, which saw an almost 50% decrease in graffiti and vandalism after installing a video surveillance system in its underground trains. This leads to several million euros in annual savings on cleaning and repair costs.

A high-level plenary session will cover some of the key issues at stake, which will then be explored in dedicated sessions throughout the event. Examples include: 'Cyber Security – the big 'unknown'; 'Video Surveillance – a cornerstone of public transport security' and 'Computer-Based Training (CBT) – come and play'.

CEO Day: Blazing trails for decision makers on day one

CEO Day is another new highlight on the **IT-TRANS** conference programme. The first day of the conference, 18 February 2014, will feature trailblazing and pioneering presentations aimed particularly at decision makers in transport companies and traffic planners from public authorities. "Where to go from here?", "SECUR.IT.Y" and "Information Technology" are the titles of the sessions scheduled for this day.

Solutions for "smart" passengers and efficient systems

In increasing numbers, people around the world are using mobile devices to obtain information and communicate quickly via social networks. As passengers, they are placing new demands on the use of public transport. The **IT-TRANS** conference programme offers attractive sessions for "smart" passengers, such as "Social Media Dynamics" and "Travel Information". Additional sessions will look at solutions for interoperable e-ticketing and control systems for intermodal transport systems.

Back by popular demand, design workshops will again be featured in the programme. Here the focus will be on presenting passenger information in an appropriate manner for the target group.

Starting in September you can receive detailed information on conference speakers and their topics in regular emails as part of our "Meet the Speakers" series. Sign up for the newsletter at www.it-trans.org or follow us on Twitter at https://twitter.com/IT_TRANS

Note to editors

IT-TRANS premiered in Karlsruhe in 2008. Within a short period the event, which is held every two years, has succeeded in becoming the most important platform for IT solutions for public transport worldwide. It is organised by Karlsruher Messe- und Kongress-GmbH and UITP (International Association of Public Transport). The secret to its success is its strong partners. UITP has 3,400 members and is the most important representative of the public transport sector worldwide. With its slogan "PTx2", by 2025 the international association is aiming to double the market share of public transport around the globe. The campaign's objectives include maintaining quality of life and preventing total gridlock in cities. Additional support comes from Europe's leading national transport associations: VDV (Association of German Transport Companies - Germany, Austria and Switzerland), ASSTRA (Italy) and UTP (France). UITP holds the primary responsibility for the conference programme.

The International Association of Public Transport (UITP) is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide cooperation, business development and the sharing of know-how between its **3,400** members from **92** countries. UITP is the global advocate of public transport and sustainable mobility, and the promoter of innovations in the sector. Visit our website www.uitp.org

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