

9/10 September, Tech Gate Vienna,  
Wien/Vienna, Austria

Programme

5th International Expert Forum Traffic & Transport Information Systems  
**IIID Traffic&Transport 2010**

In cooperation with **bm** , **ÖBB** and **VOR**



# Real time information in multimodal transport networks

Real time information, enhanced by intelligent information design, can reduce experienced uncertainty, effectively diminishing the main reason why too many people rely only on their car for transportation.

The Expert Forum will focus on technical requirements and user preferences and how real time information can help determine the most convenient journey - which is often a combination of private and public transport.

Preferences of travellers are not only determined by the overall speed of journeys. Other parameters are, in varying degrees: reliability, comfort, safety and cost.

Reliability (or the lowest possible uncertainty) intrinsically determines the perception of the overall travel time. To counteract irregularities, effective system management precautions are needed. However, these must be translated into readily available information, which can be understood and utilized by travellers.


As in 2009, the Expert Forum will also focus on innovative projects and results beyond real time information, geared to attract information managers, designers and educators alike.

#### Themes the Expert Forum is expected to cover:

- Real time information in multimodal transport systems (main topic)
- Harmonization of real time information communicated in stations, at stops, on web sites, mobile phone displays, via loud speakers etc.
- Real time information in case of "Out of Service" or irregularities (e.g. because of an accident)
- Real time information in atypical transport situations (e.g. replacement bus services)
- Combining real time passenger information with real time road traffic information
- Real time information at traffic junctions/hubs to facilitate the speedy transfer/change from one transport mode to another
- User requirements, preferences and priorities

[www.iiid-expertforum.net](http://www.iiid-expertforum.net)

## ▼ Thursday, 9 September

- 9:00  Registration and coffee/tea sponsored by VOR, Wiener Linien and ÖBB
- 10:00
- **Welcomes**  
*Peter Simlinger, International Institute for Information Design (IID), Wien, Austria*  
*Walter Wasner, Federal Ministry for Transport, Innovation and Technology (BMVIT), Wien, Austria*
- 10:15
- **Chairman's opening remarks**  
*Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia*
- 10:45
- **Key note: Dynamic Journey Planning Through the Use of Real Time ITS Data**  
*Craig Nelson, Head ITS, Steer Davies Gleave, London, United Kingdom*

### 11:15 Session 1: Transport in Cities

- **The Toronto Transit Commission's e-Communication Initiatives**  
*Adam Giambrone, Member of Toronto City Council and Chair of Toronto Transit Commission, Toronto, Canada*
- 11:40  Coffee/Tea Break sponsored by VOR, Siemens and BMVIT
- 12:25
- **On Demand Web Services for Users of Munich's Public Transport System (Here we are and where are we going)**  
*Chris Bleuel, Head of Interactive Unit, Fuenfwerken AG, Berlin, Germany*  
*Helmut Ness, Board Member of Fuenfwerken AG, Berlin, Germany*
  - **Modern ITS Solutions in the Public Transport Strategy of Budapest**  
*Lászlo Becker, Municipality of Budapest, Hungary*
  - **Multimodal Passenger Information Systems in the New Central Stations of Salzburg and Vienna**  
*Gerhard Besau, Engineering Services, OeBB-Infrastruktur AG, Wien, Austria*
- 13:40  Lunch sponsored by VOR, ARGE VLZ and BMVIT

### 14:45 Session 2: Transport in Regions

- **DEFAS FGI BAYERN – A Real Time Platform for Public Transport in Bavaria**  
*Hans-Joachim Mentz, Managing Director, Mentz Datenverarbeitung GmbH, Munich, Germany*
  - **Challenges of Implementing and Communicating Real Time and Realistic Travel Time Information to the End User in Denmark**  
*Birgitte Lomholt-Woolridge, Marketing Manager, Rejseplanen A/S, Valby, Denmark*
  - **ITS Vienna Region and the New Traffic Infoservice AnachB.at**  
*Hans Fiby, ITS Vienna Region, Wien, Austria*
- 16:10  Coffee/Tea Break sponsored by VOR, ZELISKO and BMVIT
- 16:50
- **Real Time Information in Rural Areas**  
*Ben Lode, Verkehrsverbund Ost-Region (VOR), Wien, Austria*
  - **Real Time Information: Really the Solution for Everything?**  
*Christian Pettauer, CIO and Head of Systems & IT, OeBB-Personenverkehr AG, Wien, Austria*
- 17:20
- ▲ End of Session 2
  - Social events

## ▼ Friday, 10 September

7:45 ☕ Coffee/Tea sponsored by HaCon, BMVIT and ÖBB

### 8:10 • Parallel Workshops

- **Ensuring Connections: Lessons from Projects with DB Region and the Transport Association Berlin Brandenburg**

*Joern Janecke, Managing Director, BLIC GmbH, Berlin, Germany, and BLIC Middle East Transportation Consultancy LLC, Abu Dhabi*

- **Real Time Data in Centralized Passenger Information Systems**

*Alexander Pilz, Head of Passenger Information, VBB Verkehrsverbund Berlin-Brandenburg GmbH, Berlin, Germany*

9:00 • **Chairman's opening remarks**

*Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia*

### 9:15 Session 3: Real Time Transport Information Challenged

- **Real Time Information in Google Public Transportation System**

*Alex Gontmakher, Google Switzerland GmbH, Zurich, Switzerland*

- **Real Time Information as a Shared Continuum for Clients and Information Agents**

*Giuseppe Attoma Pepe, Principal, Attoma, Paris, France*

- **The winter of 2010 in Oslo: Coordinating Real Time and Deviation Information in a Multimodal Transport System**

*Bent Flyen, Trafikanten AS, Oslo, Norway*

- **Real Time Information in Case of Irregular Services**

*Martin Foessleitner, HighPerformance GmbH Vienna, Wien, Austria*

10:55 ☕ Coffee/Tea Break sponsored by HaCon, BMVIT and ÖBB

11:40 • **Mobile Real Time Applications for Public Transport**

*Dirk Esters, HaCon Ingenieurgesellschaft mbH, Hannover, Germany*

- **Real Time Passenger Information Through an Integrated Communications System (ICS) as Part of the Preparation for the FIFA Soccer World Cup 2010**

*Willie De Bruyn, Passenger Rail Agency of South Africa, Johannesburg, South Africa*

- **Central Data Platform and AVM (Automatic Vehicle Management) Light – The Way for Intermodal Passenger Information and Dynamic Schedule Synchronisation**

*Volker Grunow, BLIC, Berlin and Stuttgart, Germany*

12:55 • **Policy Panel** with representatives of decision makers, transport providers

*Hans Fiby, ITS Vienna Region, Wien/Vienna, Austria*

*Adam Giambone, Toronto City Council and Chair of Toronto Transit Commission, Toronto, Canada*

*Birgitte Lomholt-Woolridge, Marketing Manager, Rejseplanen A/S, Valby, Denmark*

*Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia*

*Craig Nelson, Head ITS, Steer Davies Gleave, London, United Kingdom*

*Wolfgang Schroll, Verkehrsverbund Ost-Region (VOR), Wien/Vienna, Austria*

13:25 • **Conclusions / Summing up Sessions 1–3**

*Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia*

13:40 🍴 Lunch sponsored by BMVIT, ÖBB and IHD

### Session 4: Innovations in Traffic & Transport Information Systems

14:55 • **Chairman's opening remarks**

*Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia*



- ▼ Session 4 continued
- 15:00
- **Benefits of Real Time Parking Information Management**  
*Prof. Felix Caicedo, Professor of Transport and Director of Research, School of Transport Engineering, Pontificia Universidad Católica de Valparaíso, Chile*
  - **DallasCowboysMaps.Com: Providing Fast and Efficient Routing to and Parking at a Large Sports Stadium**  
*Robert Brooks, National Design Manager, PB Sports & Entertainment Group, Parsons Brinckerhoff, Boston, USA*
  - **Conspicuity Index: A Method of Measuring the Visibility of Traffic Signs**  
*Prof. Thomas Porathe, School of Innovation, Design and Engineering, Maelardalen University, Eskilstuna, Sweden*
- 16:00 ☕ Coffee/Tea Break sponsored by BMVIT, ÖBB and IIID
- 16:30
- **RFID/Real Time Indoor Navigation Assistance for Visually Impaired and Blind People**  
*Martijn Kiers, Elmar Krajnc and Prof. Hans-Georg Frantz, FH Joanneum, Kapfenberg, Austria*
- 17:15
- **IIID Traffic&Transport Expert Network: Outlook**  
*Peter Simlinger, International Institute for Information Design (IIID), Wien, Austria*
- 17:40 ▲ **End of Session 4**  
**End of IIID Expert Forum Traffic&Transport Information Systems 2010**

## ▼ Poster Presentations

- **An Open Source, Multi-Modal Journey Planner**  
*Michael Keating, OpenPlans, New York, USA*
- **Design and Development of an effective Fuel Monitoring and Fuel Warning System for Low Priced Vehicles (LPV) in Indian Context**  
*M.J.Vinay Kumar, National Institute of Design, Bangalore, India*
- **HMI-Infotainment System for Elderly Drivers in Indian Context**  
*Manoj Manduva, National Institute of Design, Bangalore, India*
- **Identification and Implementation of Warning Systems in LPV for Indian Users**  
*Divya Sangwaiya, National Institute of Design, Bangalore, India*

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