

8–9 September

Wien/Vienna, Austria

IIID

6th International Expert Forum Traffic & Transport Information Systems

IIID Traffic&Transport 2011

In cooperation with  

Traffic, Transport and Social Media



How transport providers and mobility enablers can use social media to better communicate with their customers

IIID Expert Network Traffic&Transport
Expert Forum Traffic&Transport 2011

Social media facilitates the generation and communication of ideas and information in a much more convenient way than traditional platforms, i.e. regulars' tables, daily newspapers, etc.

Moreover, social media makes market research obsolete by providing public opinion at little or no cost.

Thus, transport providers and mobility enablers (e.g. companies that build and maintain passenger terminals/roads/motorways/parking garages) would be well advised to adjust their Customer-Relationship-Management efforts.

The 2011 IIID Expert Forum sets out to discuss and answer five questions:

- How to draw conclusions from discussions in social media?
- How to adjust policies?
- How to (re)design services?
- How to communicate improvements?
- How to evaluate users/customers reactions?



www.iiid-expertforum.net

IIID Expert Fora Traffic&Transport Information Systems

The Expert Forum Traffic&Transport serves the shared interests of planners/designers, researchers, suppliers, essential users, transport authorities and educators and provides the annual meeting ground for face to face discussions. Focusing on the latest developments and trends deemed to be the currently most relevant, implications and expected impact surface and become tangible.



Date	No.	Expert Fora Traffic&Transport	Prime Sponsors/Partners
2006 14/15 Sept.	1 st	Professional wayshowing for individual way-finding through intelligent signage and beyond Office Park, Vienna Airport, Austria	bm vti
2007 2/3 Oct.	2 nd	Barrierfree Information for Public Transport Bundesamtsgebaeude, Vienna, Austria	bm vti
2008 4/5 Sept.	3 rd	Infoconnectivity: Intertwined information for interconnected transport networks Tech Gate Vienna, Austria	bm vti
2009 10/11 Sept.	4 th	Scheduled & on-demand transport: Envisioning information driven alliances Tech Gate Vienna, Austria	bm vti
2010 9-10 Sept.	5 th	Real time information in multimodal transport networks Tech Gate Vienna, Austria	bm vti
2011 8-9 Sept.	6 th	Traffic, Transport and Social Media Tech Gate Vienna, Austria	bm vti

Statistics Expert Fora 2006-2011	Participants...453	Austria	Czech Republic	Greece	The Netherlands	Spain
	Speakers.....108	Australia	Denmark	Hungary	Norway	Sweden
	Presentations..125	Belgium	Finland	India	Poland	Switzerland
	Countries represented.....29	Bulgaria	France	Iceland	Portugal	Taiwan
		Canada	Germany	Italy	Slovenia	USA
		Chile	Great Britain	Japan	South Africa	

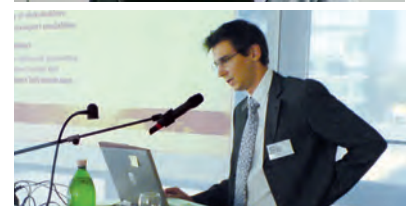
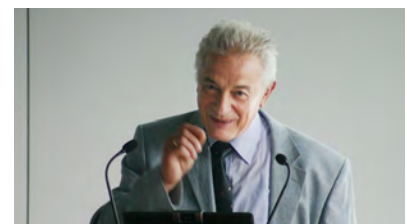
IIID Expert Network Traffic&Transport



The IIID Expert Network "Traffic&Transport" aims at improving the systematic exchange of information and forging links between individuals and teams which share a common interest in traffic/transport related RTD (Research, Technology Development and Demonstration).



A critical mass of experts (researchers, developers and designers) is brought together by IIID in order to advance towards common strategic goals, to the benefit of individuals, organizations and societies involved in the practice and the implications of traffic/transport.



The IIID Expert Network Traffic and Transport is

Member of the Sounding board of the British Department for Transport to review the British traffic signs and the provision of a traffic sign system that meets the challenging needs of the road user

Observer in ESG4-Mare Nostrum VMS Harmonisation (EasyWay) – a project for harmonised Europe-wide Intelligent Transport Services deployment on the Trans-European Road Network

IIID: UITP Associate Member (UITP = International Association of Public Transport)

Current and concluded projects

Project IC-IC: Enhancing interconnectivity through infoconnectivity

(2011–2014) Enhancing interconnectivity of short and long distance transport networks through passenger focused interlinked information-connectivity. 7th EC Framework Programme Collaborative Project, coordinated by IIID.



Surrounding traffic info and warning: Part of "Safeway-2school / Integrated system for safe transportation of children to school" (2009–2012). 7th EC Framework Programme Collaborative Project, coordinated by VTI Statens väg och transportforskningsinstitut, Sweden.



MSc course Traffic & Transport Information Design in co-operation with FH St. Poelten University of Applied Sciences (FHSTP), Austria, starting autumn 2011

Cooperation with ÖAMTC Austrian Automobile, Motorcycle and Touring Club (ongoing) to revive the initiative towards the European Parking Association's European Parking Quality Standard

Contribution to the EasyWay Annual Forum 2009 "VMS: Pictograms, 'Europeanisms' and a new typeface"

ESG4-Mare Nostrum VMS Harmonisation / IIID joint workshop on the visual perception and comprehension of traffic information on motorways (Nov. 2009)

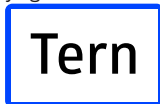
Project SOMS Substituting/Optimizing (variable) Message Signs for the TERN Trans European Road Network (2008)

part of "IN-SAFETY Infrastructure and Safety", 6th EC Framework Programme for Research, Technological Development and Demonstration. By relating to the physiological, cognitive and technical requirements of information to be displayed on VMS and conventional road signs the IIID lead consortium elaborated:

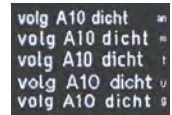


- **TernSymbols**, a wide range of pictograms, with contributions of Stefan Egger, Fred Inklaar/Paul Mijksenaar, Ian McLaren, Ole Søndergaard, tested for understanding and ease of recognition

- **Road traffic typeface Tern** for both VMS Variable Message Signs and conventional sign boards, capable of displaying 23 EU languages including Greek, designed by Erik Spiekermann and tested by Danube University Krems to secure enhanced legibility. Replaces Austrian road traffic typeface since 2010.



- **Road traffic typeface Tern VMS** has become standard on Dutch roads for use on full-matrix VMS-displays in 2009.



- **Key meanings**, a set of short traffic relevant verbal messages to be understood throughout Europe, defined by INFOTERM

- a **content structure** for the emerging generation of freely programmable VMS, employing the elements referred to above.

Consortium partners and members of the IIID Design Panel were from the Czech Republic, Denmark, France, Germany, Great Britain, Hungary, Luxembourg, The Netherlands, and Spain.

Contributing Austrian organizations: Danube University Krems (DUK), International Information Centre for Terminology (INFOTERM), Kuratorium für Verkehrssicherheit (KfV), Austrian Federal Ministry for Transport, Innovation and Technology (BMVIT), ASFINAG Verkehrstelematik GmbH

b.unt: barrierefrei unterwegs – Barrierefreie Information im Verkehrssystem (2007). Study commissioned by the BMVIT Austrian Federal Ministry for Transport, Innovation and Technology, in preparation of the national research programme "ways2go"



Road traffic typeface Tern Narrow a new font style, complementing the "Tern" road traffic-typeface, commissioned by the Austrian Verkehrssicherheitsfonds (2009). Substitutes the Austrian "Verkehrs-Engschrift" since 2010.

Source Material. The IIID Traffic & Transport Source Material is based on an inquiry among the participants of the 2006 IIID Expert Forum Traffic Guiding Systems. About 300 sources (literature and standards/regulations) were nominated, categorized and evaluated. The resulting sources are available online and linked to Amazon.



Guiding Motorists to Motorway Entry Ramps (2003). Lead Organisation: Ludwig Boltzmann Institute for Accident Research, Wien/Vienna. Client: Austrian Federal Ministry for Transport, Innovation and Technology (BMVIT).

The organizer: IIID



The International Institute for Information Design (IIID) was founded to develop research and practice in optimizing information and information systems for knowledge transfer in everyday life, business, education and science.

Activities so far have decisively fostered the definition of the new field of knowledge and professional practice and made IIID a globally renowned authority in the field.



IIID is an Associate of the OECD Global Project on "Measuring the Progress of Societies"



IIID is recommended by UNESCO as a partner organization for world wide co-operation on matters of information design (Resolution 4.9 of the 28th General Conference of UNESCO, 1995, Paris)

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GZ SPE 7565/05

ZVR-Zahl: 268305057

The following speakers have presented at IIID Expert Fora Traffic&Transport Information Systems 2006 to 2011

Giuseppe Attoma (Pepe Attoma Design, Paris, FR)
Infoconnectivity: A Multimodal Trip to Babel. Methodological approaches: from information design to service design. T&T3
On-board dynamic information systems for public transport. T&T2
750,000 travellers a day - or how to fit lots of busy people in the same space: A continuation of the talk given at Vision Plus 13/DD4D. T&T4
Real Time Information as a Shared Continuum for Clients and Information Agents. T&T5

John Austin (Austin Analytics, Cambridge, UK)
Use of Facebook and Twitter by public transport operators and authorities in a time of crisis: experience from the UK and Ireland. T&T6

Erel Avenir (University of the West of England, Bristol, UK)
Applying 'Choice Architecture' in the design of Travel Information Systems. T&T4

Andrew Baker (Davis Associates Ltd, Potters Bar, UK)
People-centred design for rail station wayfinding. T&T2

Konrad Baumann (FH Joanneum, University of Applied Sciences, Graz, AT)
User-centred design of mobility-related services. T&T4

László Becker (Municipality of the City of Budapest, HU)
Modern ITS Solutions in the Public Transport Strategy of Budapest. T&T5

Phil Berczuk (Steer Davies Gleave, London, UK)
Bringing Confidence into Public Transport: Dundee Public Transport Information System. T&T2

Gerhard Besau (OeBB-Infrastruktur AG, Vienna, AT)
Planning the new Vienna central railway station: Requirements on passenger information. T&T3

Uwe Boegge (DB Station&Service AG, Berlin, DE)
Managing traveller information at the new Berlin Hauptbahnhof. T&T3

Viktoria Brandenburg together with
Wolfgang Brandenburg (i+d Verkehrsplanungs- und Design GmbH, Leverkusen, DE)

Wayfinding and Virtual Guidance in Traffic Hubs. T&T4

Keith Bright (Keith Bright Consultants Ltd, Thatcham Berkshire, UK)
Inclusive/Universal Design in Traffic Guiding Systems. T&T1

Robert Brooks (PB Sports & Entertainment Group, Boston, USA)
DallasCowboysMaps.Com: Providing Fast and Efficient Routing to and Parking at a Large Sports Stadium. T&T5

Christof Brugger (Danube University Krems, Krems, AT)
New ways of indicating warnings on dynamic displays on motorways. T&T1

Felixa Caicedo (School of Transport Engineering, Pontificia Universidad Católica de Valparaíso, CL)
Benefits of Real Time Parking Information Management. T&T5

Alexander Cloupek (ABC Consulting, Vienna, AT)
Bike commuters - An innovative mobility concept for commuting on bike in the Salzburg region. T&T4

Willem J. De Bruyn (Metrorail, Passenger Rail Agency of South Africa, Johannesburg, SD)
Real Time Passenger Information Through an Integrated Communications System (ICS) as Part of Preparations for the FIFA World Cup 2010. T&T5

Norbert Deweis (ASFINAG Verkehrstelematik GmbH, Vienna, AT)
Traffic telematics and guiding systems. T&T1

Christian Eder (OeBB-Personenverkehr AG, Vienna, AT)
Barrierfree travel information offered by OeBB. T&T2

Stefan Egger (IIID, Vienna, AT) together with Peter Simlinger
Design-Prinzipien, Design-Praxis. T&T3

Veronika Egger (is design/Design for All/IIID, Vienna, AT)
Multi-sensory design for mobility. T&T2

Judith Engel (OeBB Infrastruktur Bau AG, Vienna, AT)
Conceiving a barrierfree information system for the new Vienna central railway station. T&T2

Heine Erke (Technical University of Braunschweig, Braunschweig, DE)
Nomads & navigators - designing traffic guidance systems: a team effort. T&T1

Wolfgang Ernst (swarco/FUTURIT Verkehrssignalsysteme Ges.m.b.H. Neutal, AT)
The potential of freely programmable full-colour graphical LED displays. T&T1

Dirk Esters (HaCon Ingenieurgesellschaft mbH, Hannover, DE)
Mobile Real Time Applications for Public Transport. T&T5

Tim Fendley (Applied Information Group, London, UK)
Legible London - A prototype wayfinding system for London. T&T3

Hans Fiby (ITS Vienna Region, Vienna, AT)
ITS Vienna Region and the New Traffic Infoservice AnachB.at. T&T5

Tobias Fischer (DB Mobility Logistics AG, Berlin, DE)
The Mobility Strategy of the Deutsche Bahn AG. T&T4

Bent Flyen (Trafikanten AS, Oslo, NO)
The winter of 2010 in Oslo: Coordinating Real Time and Deviation Information in a Multimodal Transport System. T&T5

The use of Twitter in public transport in Norway when traffic problems arise. T&T6

Martin Foesleitner (High-Performance GmbH/IIID, Vienna, AT)
In between. Travelling zones. T&T3

Transport, transport hubs and tragedies in mobility: Challenges to information design. T&T2

Real Time Information in Case of Irregular Services. T&T5

together with Nicolai Stöckel
New information systems for Taxi travellers - NewsCab. T&T4

Diana Frank (Büro für Konzeption und Gestaltung, Frankfurt am Main, DE)
Chairperson T&T6, together with Clive Richards

Hans-Georg Frantz (FH Joanneum, Institute of EVU, Kapfenberg, AT)
RFID/Real Time Indoor Navigation Assistance for Visually Impaired and Blind People. T&T5

Robert N. Forsythe (Northumberland, UK)
Messages from the Western European Fringe: an island, a city, a shopping mall. T&T3

Evangelia Gaitanidou (Center for Research and Technology Hellas, Hellenic Institute of Transport, Thessaloniki, GR)
Personalised accessible transport services for mobility impaired users within ASK-IT IP. T&T2

Niall Gardiner (Tayside and Central Scotland Transport Partnership (Tactran), Perth, UK), together with Craig Nelson

The sound of the crowd - how social media can complement traditional information systems. T&T6

Adam Giambrone (Toronto Transit Commission, City of Toronto, CA)
The Toronto Transit Commission's e-Communication Initiatives. T&T5

Alex Gontmakher (Google Switzerland, Zurich, CH)
Real Time Information in Google Public Transportation System. T&T5

Volker Grunow (BLIC GmbH, Berlin/Stuttgart, DE)
Central Data Platform and AVW (Automatic Vehicle Management)

Light - The Way for Intermodal Passenger Information and Dynamic Schedule Synchronisation. T&T5

Gregor Grzina (Telargo d.o.o., Ljubljana, SI)
Trip information requirements in the context of on-demand transportation services. T&T2

Arno Hart (The RNO Group, Columbia, USA)
SKUZME - A social media service that connects commuters with commuters and better transport choices. T&T6

Martin Hoffer (Austrian Automobile, Motorcycle & Touring Club, Vienna, AT)
The European Parking Quality Standard. T&T1

Olaf Hoffmann (Olaf Hoffmann Design, Munich, DE)
Public transport-problems while entering or leaving a vehicle. T&T1

Beat Huerzeler (Schweizerische Bundesbahnen SBB, Bern, CH)
How to fulfil the promises made in the timetable? T&T3

Kilian Jäger (Stuttgart Media University (HdM), DE)
Focus groups concerning passenger behaviour and travel experience as a basic for creating an infoconnectivity system. T&T6

Jörn Janেকে (BLIC GmbH, Berlin/Stuttgart, DE)
Ensuring Connections: Lessons from Projects with DB Region and the Transport Association Berlin Brandenburg. T&T5

Yo Kamae (RATP, Paris, FR)
Navigation in complex spaces. T&T3

A design strategy for our transport interchanges. T&T2

Martijn Kiers (FH Joanneum, Institute of EVU, Kapfenberg, AT)
together with Hans-Georg Frantz

RFID/Real Time Indoor Navigation Assistance for Visually Impaired and Blind People. T&T5

Michael Kieslinger (Fluidtime Data Services GmbH, Vienna, AT)
Beyond the time-table / Best practice examples for new generation passenger information-services. T&T4

The importance of users and crowd sourcing systems for the creation and the operation of traffic information services. T&T6

Hermann Knoflacher (University of Technology, Vienna, AT)
Infoconnectivity - the value of certainty and uncertainty for interconnectived transport networks. T&T3

Helmut Koch (Trafico Verkehrsplanung, Gmunden, AT)
Community Buses in Eastern Austria demonstrate high demand for non-car mobility in smaller communities. T&T4

Keiichi Koyama (i Design inc., Tokyo, JP)
Terminal signage with an inclusive/universal design focus. T&T1

Personalized information systems in Japan. T&T3

Pictorial symbols for communication support boards. T&T4

together with Makoto Takeuchi
How information design and social media impacted railway use, mobility and life in the wake of the recent disasters in Japan. T&T6

Margarita Marie Köhl (University of Vienna, AT)
Exploring the potential of social media for designing future traveller information systems. T&T6

Roland Krpata (Wiener Linien, Vienna, AT)
POPTIS: Pre-On-Post-Trip-Information-System of Wiener Linien. T&T2

Marianne Leitgeb-Zach (Verkehrsverbund Ost-Region VOR GmbH / ITS Vienna Region, Vienna, AT)
ITS Vienna Region/AnachB.at/GIP - status quo and the next challenges. T&T6

Sven Leitinger (Salzburg Research Forschungsgesellschaft m.b.H., AT)
TellMeTheWay - A speech-based travel-companion for intermodal routes in public transport. T&T6

Julia Lila (Helsinki City Transport HKL, FI)
Guidelines and examples of practical information design for the Greater Helsinki Area metro network. T&T4

Ben Lode (Verkehrsverbund Ost-Region (VOR) GmbH, Vienna, AT)
Real Time Information in Rural Areas. T&T5

Birgitte Lomholt Woolridge (Rejseplanen A/S, Valby, DK)
Challenges of Implementing and Communicating Real Time and Realistic Travel Time Information to the End User in Denmark. T&T5

Hans Peter Marchlewski (Galileo Joint Undertaking)
GALILEO-European Satellite Navigation System: helping people to find their way. T&T1

Chajim Meinhold (Probst & Consorten, Dresden, DE)
Commercial implications of user needs in Public Transport. T&T2

Hans-Joachim Mentz (Mentz Datenverarbeitung GmbH, Munich, DE)
DEFAS FGI BAYERN - A Real Time Platform for Public Transport in Bavaria. T&T5

Frank Michelberger (Austrian Federal Ministry for Transport, Innovation and Technology, Vienna, AT)
Research in progress-Research funding and promotion activities of the Austrian Federal Ministry for Transport, Innovation and Technology. T&T3

Paul Mijksenaar (Bureau Mijksenaar b.v., Amsterdam, NL/New York, USA; Technical University of Delft, Delft, NL)
Designing airport guiding systems: Common principles and cultural differences. T&T1

Myles Miller (LeadUP & LearningBreaks.com, Harrisburg, USA)
Impactful communication that makes meaningful changes. T&T6

Oana Stefana Mitrea (IFZ- Inter-University Research Centre for Technology, Work and Culture, Klagenfurt, AT)
The involvement of mobile social software in cooperative traffic systems and dynamic ridesharing. A comparative view. T&T6

Per Mollerup (Swinburne University of Technology, Melbourne, AU)
Chairman T&T 1, 2, 3, 4, 5
The way in to the way out. T&T1

Alena Morrison (IIID, Vienna, AT)
From PLUSBUS to TrainTaxi: innovative approaches to an integrated mobility system. T&T4

Andrew Nash (Vienna Transport Strategies, Vienna, AT)
GreenCityStreets.com - tools for improving citizen involvement in public transportation. T&T6

Alex Nelson (Chester-le-Track Ltd., Chester-le-Street Co., Durham, UK)
Ideas above his station. How a small independent railway station helps travellers all over Britain. T&T3

Craig Nelson (Steer Davies Gleave, London, UK)
Dynamic Journey Planning Through the Use of Real Time ITS Data. T&T5

together with Niall Gardiner
The sound of the crowd - how social media can complement traditional information systems. T&T6

Helmut Ness (Fuenferken Design AG, Berlin7Wiesbaden, DE)
Be prepared for new environments. T&T3

together with Chris Bleuel
On Demand Web Services for Users of Munich's Public Transport System (Here we are and where are we going). T&T5

Gerhard Nussbaum (Competence Network IT to Support the Integration of People with Disabilities, Linz, AT), together with Franz Puhretmair
Barrierfree presentation of information in electronic media. T&T2

Susanna Oerdt (PostAuto Schweiz AG, Bern, CH)
Further development of the dial-a-ride bus service from PostBus Switzerland Ltd. T&T4

Nicolai Økkels (Triagonal Information Design ApS, Copenhagen, DK)
Integrated airport signage planning for better passenger experience and higher revenues. T&T6

Christian Petauer (OeBB-Personenverkehr AG, Vienna, AT)
railjet Link. T&T4

Real Time Information: Really the Solution for Everything? T&T5

Alexander Pilz (Verkehrsverbund Berlin Brandenburg GmbH (VBB), Berlin, DE)
Real Time Data in Centralized Passenger Information Systems. T&T5

Thomas Porathe (Mälardalen University, Eskilstuna, SE)
Conspicuity Index: Method of Measuring the Visibility of Traffic Signs. T&T5

Franz Puhretmair (Competence Network IT to Support the Integration of People with Disabilities, Linz, AT), together with Gerhard Nussbaum
Barrierfree presentation of information in electronic media. T&T2

Dietmar Radler (NEUHAUSER Verkehrstechnik GmbH, Pucking, AT)
Orientierungshilfen herstellen, befestigen, fundieren. T&T3

Markus Ray (Oesterrichisches Forschungs- und Pruefzentrum Arsenal Ges.m.b.H. (arsenal research), Vienna, AT)
PROVET-An approach for providing personalised information in multimodal transport systems. T&T3

Clive Richards (IIID President, Principal Clive Richards & Associates, Coventry, UK)
Chairperson T&T6, together with Diana Frank

Alfred Ritter (Arch. DI Alfred Ritter, Vienna, AT)
The Austrian federal railways routing system - a project experience from the Vienna central station. T&T6

Barry Roseman (Savannah College of Art and Design, Atlanta, USA)
Interconnected Information for Unconnected Transport Networks: A Model for Education in Information Design. T&T3

Michael Sandmaier (Universitaet Stuttgart IAT, Fraunhofer Institut Arbeitswirtschaft und Organisation, Stuttgart, DE)
User-centred redesign of Germanys ticket machines. T&T2

Michael Sandrock (TelematicsPRO e.V., Berlin, DE)
Carmodal - the taxibus system with flexibility for users as well for suppliers. T&T4

Joana Santos (University of Aveiro, PT)
Mapping intermodal transportation for a sustainable city: Integrating public and private means of transportation, cyclists and pedestrians. T&T4

Katja Schechtner (Arsenal Research, Vienna, AT)
INFLOW Information flow without resistance. T&T2

Josef Schneider (European Passengers' Federation, Gent, BE)
Door to Door journeys: Current realities and future demands from passenger's view. T&T3

Wolfgang Schroll (VOR Verkehrsverbund Ost-Region, Vienna, AT)
Barrierfree Passenger Information for Real-time Applications. T&T2

Karin Siebenhandl (Danube University Krems, Krems, AT)
Evaluating the comprehensibility of visualized information for the Trans European Road Network as part of the EU project IN-SAFETY. T&T1

Peter Simlinger (IIID/Simlinger Informations-Design GmbH, Vienna, AT)
What next? Steps towards an Expert Network. Traffic Guiding Systems. T&T1

Standards and Regulations: Updating the IIID Source Material. T&T4

together with Stefan Egger
Design-Prinzipien, Design-Praxis. T&T3

Luca Steinmann (Schweizerische Bundesbahnen (SBB), Kloten, CH)
From version 1.0 to version 2.0 - Besides about challenges for the rail terminal management from a Swiss perspective. T&T6

Anselmo Stelzer (TU Darmstadt, Institute of Traffic, DE)
Standardisations for information exchange in public transport and its benefits using the example of IP-KoM-OV. T&T6

Nicolai Stöckel (Star Cooperation GmbH, Boeblingen, DE)
together with Martin Foesleitner
New information systems for Taxi travellers - NewsCab. T&T4

Andrea Stuetz (VOR Verkehrsverbund Ost-Region, Vienna, AT)
The VOR "Rufbus". T&T4

Makoto Takeuchi (Takeuchi Design Inc, Tokyo, JP)
together with Keiichi Koyama
How information design and social media impacted railway use, mobility and life in the wake of the recent disasters in Japan. T&T6

Christophe Tallec (Umfoshare, Paris, FR)
From participative information to real time user co-creation in transportation systems. T&T6

Thomas Valentin (Flughafen Wien AG, Vienna, AT)
Vom Entwurf zur Ausschreibung zur Realisierung. T&T3

Vincent van der Heijden (City of The Hague, The Hague, NL)
Designing, implementing and evaluating an integrated traffic guiding system. T&T1

Patrick Vautier (RATP, Paris, FR)
"Ma RATP dans ma poche" (RATP in my pocket): A new attractive model for mobile information. T&T4

Leonard Verhoef (Human Efficiency, Utrecht, NL)
Ticket vending machine interfaces, from buttons for fingers towards graphics for brains. T&T2

Passenger reactions and passenger actions: Improving public transport. T&T6

Oliver Veyrune (RATP, Paris, FR)
The interface of the new universal ticket vending machines of RATP. T&T2

Hans-Joerg von Berlepsch (traffIQ-Lokale Nahverkehrsgesellschaft Frankfurt am Main mbH, Frankfurt, DE)
Information and Communication Connectivity in Public Transport - The Frankfurt Experience. T&T3

Clemens von Braunmuehl (NEC Display Solutions Europe GmbH)
E-ink and e-paper hitting the market. T&T1

Walter Wasner (Austrian Federal Ministry for Transport, Innovation and Technology, Vienna, AT)
Theme related research supported by the Austrian Federal Ministry of Transport, Innovation and Technology. T&T1

Stimulating innovation and technology for intelligent information in the context of evolving mobility needs. T&T2

Stefan Wehinger (OeBB-Personenverkehr AG, Vienna, AT)
OeBB Customer Information Strategy. T&T2

Gerhard Weissinger (OeBB-Personenverkehr AG, Vienna, AT)
Optimizing sales and sales related information. T&T3