Bringing intelligence into mobility

United Nations kick-off event on ITS for sustainable transport
Geneva, 28 February 2012

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Vision for Sustainable Mobility

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What needs to be done for successful deployment

Technologies
- Interoperability
- Standardisation
- Cost-efficiency
- Economies of scale
- Integration

Products & Services
- Seamlessness
- Continuity
- Quality
- User Acceptance

Business models
- End-to-end value added for all stakeholders
- Cost-benefit analysis
- Public-Private Partnership

Policy frameworks
- Liability
- Data protection
- Security
- Quality standards
- Coordinated deployment
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