Intelligent Transport System & ITS World Congress 2012, Vienna
The Problem

- **Safety**
  - 1.4 Mio. fatalities/y worldwide, ca. 40,000 in Europe

- **Environment**
  - Increasing emissions, pollutions, land use, etc.

- **Efficiency**
  - Traffic jams, delays, etc.

Loss for European Economy about 200 bn Euro/year
Sustainability Goals

- (close to) Zero fatalities
- (close to) Zero emissions
- (close to) Zero traffic jams
Organisation of traffic - today
Tomorrow – cooperative traffic management

More central responsibility:
- Automatic traffic data logging
- Traffic information
- Traffic control

Less central responsibility:
- more information into the vehicle
- Decision support system for the train driver, for the captain

Trend

- Improved use of existing infrastructure
- Linking transport modes
- High quality mobility information and planning services (persons, goods)
Tactical Traffic Image
Strategic Traffic Image

Providing minimum set of data for
• traffic information
• traffic planning
• traffic forecast

Common applications

distributed

central

tomorrow
Three pillars for Co-operative Traffic Management

- Infrastructure to Vehicle Communication (I2V)
- Autonomous Vehicle driving
- Vehicle to Vehicle Communication (V2V)
Intelligent Transport System – todays research activities

- Technological approach:
  - 'intelligence': the capability of the system to react on a (critical) situation in short term (almost immediate)
Intelligent Transport System research activities of tomorrow

- Management approach:
  - 'intelligence': the capability to allocate a capacity in the infrastructure to an individual demand (for transportation) – predictive operation
Common Goal:

- Maximise utilisation of existing/available infrastructure capacity in an efficient way

To:

assure users of the transportation system being

'smarter on the way'
19th ITS World Congress
Oct. 22-26 2012, Vienna
Overview of ITS World Congress
Oct. 22.-26., 2012, Vienna
Congress at a glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Oct. 22 (Mon)</th>
<th>Oct. 23 (Tue)</th>
<th>Oct. 24 (Wed)</th>
<th>Oct. 25 (Thu)</th>
<th>Oct. 26 (Fri)</th>
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</thead>
<tbody>
<tr>
<td>09:00</td>
<td>ECITS Conference</td>
<td>Plenary Session - Converging Technologies – Converging Mobility</td>
<td>Special Interest Sessions I Interactive Sessions</td>
<td>Host Session I Special Interest Sessions I Interactive Sessions</td>
<td>Technical Session I Interactive Session</td>
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<tr>
<td>09:30</td>
<td>Press Breakfast</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Executive Break 9+10 I Technical Sessions I Interactive Sessions</td>
<td>Executive Break ES 12 I Special Interest Sessions I Interactive Sessions</td>
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<td>10:00</td>
<td>Break</td>
<td>Special Interest Session</td>
<td>Exhibition</td>
<td>Public day</td>
<td>Lunch Break</td>
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<td>10:30</td>
<td>VIP-Demo Tour (Press, Politicians)</td>
<td>Exhibition</td>
<td>Lunch Break</td>
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<td>11:00</td>
<td>ECITS Conference</td>
<td>Additional VIP-Demo Tours</td>
<td>Lunch Break</td>
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<td>13:00</td>
<td>Ministerial Round Table (Signing the declaration)</td>
<td>Exhibition</td>
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<td>14:00</td>
<td>Coffee Break</td>
<td>Executive Session 1: Drivers for ITS deployment: GNSS, Smartphone, Future Internet, ES 2 I TS I IS</td>
<td>Executive Session 7+8 I Technical Sessions I Interactive Session</td>
<td>Executive Session 11 I Technical Sessions I Interactive Sessions</td>
<td>Technical Session I Interactive Session</td>
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<td>14:30</td>
<td>Coffee Break</td>
<td>Executive Session 3: Sustainable mobility through ITS: What is the potential on greener, smarter, safer? ES 4 I TS I IS</td>
<td>Coffee Break</td>
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<td>Executive Break ES 12 I Special Interest Sessions I Interactive Sessions</td>
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<td>15:00</td>
<td>Closing ES ITS Conference</td>
<td>Exhibitors' Receptions I ERTICO Cocktail</td>
<td>Special Interest Sessions I Interactive Sessions</td>
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<td>Post-Congress Technical Tour (e.g. Salzburg I Bavaria)</td>
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<td>15:30</td>
<td>Coffee Break</td>
<td>Gala Dinner</td>
<td>ITS Ball</td>
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<td>Exhitities &amp; Austria's Reception</td>
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<td>16:00</td>
<td>Lunch Break</td>
<td>Coffee Break</td>
<td>Public Day Workshops</td>
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<td>16:30</td>
<td>Lunch Break</td>
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<td>Speed Dating</td>
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<td>17:00</td>
<td>ITS Vienna 2012 Opening &amp; Plenary: Smarter on the way – Today’s achievements, tomorrow’s ambitions</td>
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19th ITS World Congress, 22 to 26 October 2012 | Vienna | Austria © AustriaTech
Highlights Monday, 22 October 2012

- ITS-Conference of European Commission
  - 9.00 – 16.30
- Press Breakfast
  - Minister Bures, Asfinag, National Industry
- Press Event Demonstrations
  - VIP Demo Tour
- Ministerial Round Table
  - 12.00 – 15.30
- Plenary Session
  - “smarter on the way – today’s achievements, tomorrow’s ambitions”
Ministerial Round Table

Participants:
Vice President Kallas, Minister Bures, Zypriot. Minister-actual EU Presidency

- Invitation to Ministers from US, Russia, China, Japan, etc.
- Topics
  - Legal framework
  - privacy, security, standardisation
  - Cross border cooperation
  - seamless transportation
  - Monitoring of deployment
  - Report at annual ITS World Congress
Highlights TUE - FRI

- **Tuesday**
  - Plenary Session: Converging technologies – Converging mobility,
  - Ribbon cutting exhibition,
  - Exhibitors receptions
  - VIP Dinner, (sponsored by Swarco)

- **Wednesday**
  - Sessions focussing urban mobility
  - Gala Dinner & ITS Ball, (sponsored by Siemens & Kapsch)

- **Thursday**
  - Public day

- **Friday**
  - Plenary Session: Global Connectivity Revolution,
  - Closing Ceremony, 2.30 pm
  - Post congress tour Salzburg, departure 4.00 pm
VIP Dinner at the City Hall

- 250 VIP’s
  - 100 Persons from Host region
  - 50 Persons from ITS Europe
  - 50 Persons from ITS Amerika
  - 50 Persons from ITS Asia Pacific
- Performance: MoZulu Art & Ambassade Quartett
- Sponsored by Swarco
Gala Dinner at the Hofburg Vienna

- Honoured guest: Minister Doris Bures
- Four-course banquet (starts at 19.00)
- ITS Ball 21.00-midnight Performance
- Midnight Quadrille
- 1200+ participants
Public day:

- Students‘ presentations of results and best practice examples from ITS school-projects
- **Award ceremony with Minister Doris Bures, two categories:**
  - Young academic professionals and researchers
  - Pupil ITS application competition
- **Women‘s reception with welcome speech by Minister Doris Bures and statements by successful professional female experts**
- „Speed dating“ for pupils with ITS experts
- **Award ceremony, two categories:**
  - User Generated Content Action
  - Congress Navigator Challenges
- Welcome to Austria booth (reception)
- Guided tours for the public
- Demonstrations and technical tours for the public
Plenary Session & Closing Ceremony

- **Plenary session: „Global Connectivity Revolution“, 13.30 – 14.30**
  - Honoured guest: Neelie Kroes, VP EC

- **Closing Ceremony, 14.30 – 16.00**
  - Video: Review ITS Vienna 2012
  - Summary of the conference sessions (15 min.)
  - Video presentations and invitations (speeches) to:
    - 20th ITS World Congress (Japan)
    - 21st ITS World Congress (Detroit)
  - Handover of the globe (Vienna to Tokio/Japan)
Executive Sessions

12 Executive Sessions covering the main topics

- ITS and the economy - doing more for less
- New concepts for smart mobility
- Traffic Management – Infrastructure Deployment Models
- Elements of ITS Policy and Global Cooperation
- Traffic data and traveller information in the cloud transport era
- Global Vehicle Safety Systems – Impact of Cooperative Services
- ITS Harmonisation and Cooperation for a Global Vision
- Comfortable an resilient system for the next generation Telecom
- ITS enabling future sustainable mobility
- Future Trends in Urban Mobility
- New GNNS Services – boosting ITS
- Making multimodality the pillar for urban life – the role of ITS
Paper submissions

- Overall: 1,085 papers
- Total Europe: 682
- Total Asia Pacific: 294
- Total America: 109
Sessions Summary

- 3 Plenary Sessions
- 7 Executive Session
- 74 Special Interest Sessions (5-6 speakers each)
- 100 Technical/Scientific Sessions (4-5 speakers each)
- 7 Interactive Sessions (10-15 presentations each)

Total number of speakers/presentations about: 1100
Additional Events in conjunction with ITS World Congress

- Pre Congress Workshops:
  - IBEC
  - ITS Crash Courses
  - NEARCTIS
  - US-EU ITS Cooperation Meeting
  - etc

- EuroCities Assembly

- GALILEO EXPO
Galileo European Space Expo
Main Sponsors

Diamond

kapsch

swarco

SIEMENS

Silver

Gold

BOMBARDIER

BOSCH

Bronze

Sponsoring & Cooperations: Daniela Kraft, daniela.kraft@austriatech.org, Phone: +43 676 6140077
Exhibition and Demonstrations
Exhibition

- 14,500 sqm Hall B fully allocated
- Stand sales now expanding into Hall A (3,600 sqm)
- Aim is to connect the exhibition space with the Demonstration Launch Area in Hall A
- Continuing interest in exhibiting being received
- Targeting for some 7,000 non-delegate exhibition visitors in addition to delegate attendance
Exhibition

HALLE A

Demo Launch

HALLE B

Austria booth
1st Demo Launch (Hall A)

- Central registration and information point
- Introduction area and explanation of the single demo tours
- Colour coding scheme for topics (in hall A and at the outside parking area)
  - Cooperative Mobility
  - E-Mobility
  - Navigation
  - Public Transport
  - Network Management & Operations
Hall A: A2 - Demonstration Launch Area

Demonstration tours start/end
Cooperative mobility demo

- Partners: Testfeld Telematik, Car2Car Communication Consortium
- Drive of 30 min. with 8-10 Traffic efficiency related use cases on urban roads and motorways (A23, A4) with VMS gantries
- 2 road safety related use cases on parking area
- Link to P&R
Mobile App: Congress Navigator
Mobile App: Congress Navigator/functions

**Modul B – My Congress**
- Congress information (sessions, speaker...)
- Personal calendar
- Challenges (playing element)

**Modul C – Outdoor Routing**
- Mobility in Vienna
- Multimodal routing in Vienna
- Special information (hotels...)

**Modul A - Service Interface**
- Interface to Brintex
- Handling of module-requests
- Design

**Modul D – Indoor Routing**
- Georeferencing of the congress area
- Routing and localisation at the congress
- Interface to outdoor routes

**Modul E – Feedback**
- Rating and feedback to sessions, speaker...
- Questionnaire
- Integration of services as Twitter
Navigator | Impressions:
ITS Vienna 2012, always online

- Website: [www.itsworldcongress.com](http://www.itsworldcongress.com)
- Facebook: [www.facebook.com/itsvienna2012](http://www.facebook.com/itsvienna2012)
- Twitter: [http://twitter.com/#!/itsvienna2012](http://twitter.com/#!/itsvienna2012)
- Youtube: [www.youtube.com/itsvienna2012](http://www.youtube.com/itsvienna2012)
We look forward to seeing you in Vienna!