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IT Solutions for Public Transport

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* Applies to registrations before 15 December 2015.

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Disclaimer: All information contained in this brochure is correct at the time of going to press, but may be subject to change without notice.

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➤ A WORD FROM THE ORGANISERS

There is little doubt that the **continuous deployment of digitisation and IT** in urban transport and the opportunities that have been created by our **increasingly connected cities** is a deep trend affecting public transport. It has spread to most of our business activities and has consequences for our sector worldwide. It brings UITP to rethink how public transport relates and connects to its immediate environment, starting with our customers and with other modes of transport in the city.

This trend has expressed itself in **the rapid growth of the ITS market** for public transport, an additional proof of the vitality and enthusiasm of UITP members in embracing innovation and the **opportunities opened up by information and communication technologies**.

IT-TRANS is at the heart of this buzzing activity. It is the place which brings together professionals from all over the world. We look forward to seeing the operators who are seeking solutions with proven results elsewhere in the world such as **the implementation of ITCS, electronic ticketing and smart payment solutions**. We also expect operators to confront their vision and strive for innovation through exchanges with their suppliers. You can expect to hear everything **from discussions on the impact of automation to the implementation of comprehensive digital strategies and the role of new players** in the provision of systems, solutions and services.

It is the mission of the joint organisers of **IT-TRANS**; UITP and Messe Karlsruhe, to provide the framework and the forum where new impetus will be given and where everyone - irrespective of the conditions in their local public transport market - can find **ICT solutions to further grow their business, to become more efficient and more attractive**.



Alain Flausch
Secretary General, UITP



Britta Wirtz
Managing Director, Messe Karlsruhe

➤ WHAT IS IT-TRANS?

Promoting **smart travellers in smart systems**, IT-TRANS is the leading Conference and Exhibition where you will meet to **exchange, discuss and invent IT solutions**. It will **connect leaders and decision-makers** with the vibrant world of **start-ups and SMEs**, which are in the vanguard of new developments and interactions with other sectors.

IT-TRANS is also the place where operators, authorities and the industry can seize upon and learn how to locally **implement innovative solutions**. They will be able to attend specific Conference sessions presenting **practical guide-lines for implementation**.

The Conference and Exhibition will cover **passenger information systems, electronic ticketing, ITCS, fare**

management, smart cards, security and software systems, traffic management, and many more.

The Exhibition offers the opportunity to test and use new technologies! Rely on the industry partners' specific knowledge to help solve your pressing needs and meet them face-to-face at their booths to **discuss your specific areas of concern!**

Approximately **200 renowned enterprises**, institutions and associations from around **30 countries** will present their **cutting-edge products and developments** at IT-TRANS. The Exhibition is open on all three days and the Conference programme schedule allows for plenty of time to benefit from the experience and knowledge of the relevant international exhibitors.

KEY THEMES



The conference will revolve around **5 main themes** which grasp the current priorities, challenges and opportunities of the sector:



IT Solutions for Public Transport



ENHANCING THE CUSTOMER EXPERIENCE

DATA FOR SMART BUSINESSES AND SERVICES

URBAN TRANSPORT IN SMART CITIES

INTEGRATED MOBILITY PLATFORMS:
PT AND NEW MOBILITY SERVICES

INTERMODAL TRANSPORT CONTROL SYSTEMS

10 REASONS TO ATTEND IT-TRANS 2016

1. Discover and discuss the **latest trends, innovations, and future markets**
2. Find out how to practically **implement IT solutions for public transport**
3. Propose your solutions, promote your achievements, **win new clients**
4. Meet the sector's **movers and shakers** all under one roof
5. **Identify the best solutions** for your network or territory; from **electronic ticketing** to **ITCS** and **multimodal integrated information systems**, and many more
6. **Grow your business, meet new suppliers and customers** in one place
7. Compare with others the IT solutions you are implementing as an operator or an authority to **increase the share of public transport in your city**
8. **Meet a global audience** to share and discuss solutions from all over the world
9. Join us at **IT-TRANS 2016** for a unique opportunity to **meet the new types of actors** shaping IT in public transport
10. **Grow and expand your network** of leading professionals

Testimonials 2014



Stefan Hulman, CEO, 9292
REISinformatiegroep bv, The
Netherlands

"**IT-TRANS** is a great place to learn and exchange but also to meet with the exciting world of entrepreneurs competing to make the best out of big data and develop applications which will impact us and our customers."



Sami Ruotsalainen,
Public Transport Engineer,
Tampere City Public Transport,
Finland

"**IT-TRANS** has proved to be the place for me as a young professional in the IT sector working on public transport where I can efficiently broaden my knowledge and develop my network. I came back home better prepared to engage with my colleagues and organization in further strengthening our transportation system as a backbone of the smart city we are developing."



Per Als, Business Director,
REJSEKORT A/S - Danish
Travel Card Ltd, Denmark

"I am looking forward to **IT-TRANS 2016** to exchange on business and customer issues in electronic ticketing – there is a lot to learn from colleagues from around the globe."

➤ WHAT'S NEW?

IT-TRANS 2016 will build upon the strengths and successes of past editions and will continue to **expand both its scope and outreach** as IT continues to spread into public and urban transport systems.

IT-TRANS 2016 will therefore include Conference sessions and exhibitors specialising in **Smart Cities, new businesses and mobility services and integrated mobility platforms**. The increasing amount of data available concerning our networks enables us to develop a greater understanding of our customers. The **customer experience** will be at the heart of IT-TRANS 2016 with **big data** creating so many new opportunities.

REACHING OUT TO NEW COMMUNITIES & ACTIVITIES

To cover these topics, the event expands its traditional outreach to new communities and activities related to our sector, from the **developers of services to urban policy makers**, who you will hear and meet in Conference sessions, during the Market Update Forums on the Exhibition floor and across the Exhibition. There is an increasing potential for cross-fertilising various ideas from around the world with the experience already implemented elsewhere. IT-TRANS continues to accelerate its internationalisation with participants from all regions of the globe.

SESSIONS FOCUSING ON INNOVATIONS & IMPLEMENTATIONS

IT-TRANS 2016 will also include two kinds of parallel sessions: Sessions with a **focus on innovations** and sessions **focusing on the implementation of solutions** presenting guidelines and concrete recommendations.

START-UPS: COME & MEET THE LEADERS OF TOMORROW!

Together with the well-known leaders of the sector and supporters of the event, the Exhibition in particular will gather a large number of **start-up companies**. UITP and Messe Karlsruhe, with the support of the German Federal Ministry for Economic Affairs and Energy, are putting in all their efforts to bring new companies to the Exhibition that propose innovative ideas, products and services. Meet with the leaders of these new companies and discover their **latest products and solutions**.

Start-ups at the IT-TRANS Exhibition will come from all segments of the industry. They are **IT companies and mobility service providers as well as equipment manufacturers and developers**.

MEET HIGH-LEVEL SPEAKERS ★★★

SOME SELECTED SPEAKERS

The opening keynote address and the plenary sessions at the Conference will confront the views of high-level speakers on the various challenges faced by our sector in making the most of the opportunities provided by information technology.

They will bring together on the same stage **opinion leaders, government officials, academics plus CEOs from major transport operators and authorities**.



➤ **Nir Erez**,
CEO, **Moovit**, Nes
Ziona, Israel



➤ **Masaki Ogata**,
UITP President, Vice-
Chairman, **East Japan
Railway Company**, Tokyo,
Japan



➤ **Yann Leriche**,
Chief Performance
Officer, **Transdev**,
Paris, France



➤ **Rosina Howe-Teo**,
Group Director, Innovation
and InfoComm Technology,
**Land Transport Authority
(LTA)**, Singapore

> MORE ABOUT THE CONFERENCE

5 MAIN THEMES

ENHANCING THE CUSTOMER EXPERIENCE

DIGITISING THE CUSTOMER JOURNEY

The provision of digital services and the increasing amount of available data has enhanced the **digital experience** of our customers. An increasing number of **digital strategies** are steering change in public transport companies to rethink the way we address our customers' expectations.

The programme will include a plenary session on **Digitising the customer experience** with representatives from major transport operators. Speakers from Transport for London (TfL), Keolis, Transdev and Mass Transit Railway Corporation (MTR) among others have been invited to this round-table plenary session.

Another session will discuss the state-of-the-art of **Understanding and improving the customer experience with digital solutions**.

ELECTRONIC TICKETING & FARE MANAGEMENT

After 20 years, **implementing electronic ticketing** is still not as easy as it could be. Challenges with later generation schemes could well lie in wanting to adopt the rapid succession of new insights and technologies: The uncharted implications of data moving from the card into the cloud, accepting media like mobile devices or bank cards.

IT-TRANS will cover this issue in a session focusing on **Addressing the customer with integrated ticketing solutions**.



Source: Ruter

SOME INVITED SPEAKERS



> **Manfred Bock**, Global Industry Leader Rail, T-Systems International GmbH, Berlin, Germany



> **Laura Carcano**, Innovative Projects Officer, ASF Autolinee, Como, Italy



> **Giuseppe Attoma**, Senior Design Strategist, Attoma, Paris, France



> **Stefania di Serio**, Strategic Partnership and Alliance Manager, Almaviva, Rome, Italy



> **Thomas Wolf**, VP & Chief Operating Officer, INIT Innovations in Transport Inc., Seattle, USA



> **Roberto Cerruti**, ICT Manager, Azienda Veneziana della Mobilità (AVM), Venice, Italy

TUESDAY 1 MARCH

PROGRAMME AT A GLANCE



MAKE YOUR CHOICE & PREPARE YOUR VISIT

This year's programme covers a wide selection of topics focusing on the current challenges, opportunities and priorities for the whole sector.

We have already highlighted the essential must-attend sessions and events for all attendees.

All you need to do now is select your interests and prepare your visit!

- CONFERENCE SESSION
 - 💡 INNOVATION SESSION
 - ⚙️ IMPLEMENTATION SESSION

● PLENARY SESSION

● EXHIBITION / MARKET UPDATE

● SOCIAL EVENTS

09:00

EXHIBITION OPENS

10:00 - 11:00

✓ > KEYNOTE ADDRESS

11:00 - 11:45

✓ > OFFICIAL OPENING

12:00 - 13:30

> LUNCH

○ > MARKET UPDATE A

○ > MARKET UPDATE B

14:00 - 15:30

✓ > HOW DIGITISATION IS RESHAPING OUR RELATIONS WITH PT CUSTOMERS

○ > MARKET UPDATE A

○ > MARKET UPDATE B

16:00 - 17:30

○ > PROVIDING INTEGRATED JOURNEY PLANNING SOLUTIONS ⚙️

○ > ADDRESSING THE CUSTOMER WITH INTEGRATED TICKETING SOLUTIONS 💡

○ > MARKET UPDATE A

○ > MARKET UPDATE B



EVENING

✓ > IT FAMILY DINNER

EXHIBITION OPEN UNTIL 18:00

WEDNESDAY 2 MARCH

09:00 - 10:30

- > RIDE SELLING APPS, FROM TAXIS TO NEW MOBILITY PLAYERS 
- > THE NEW URBAN MOBILITY LANDSCAPE IN SMART CITIES 
- > MARKET UPDATE A
- > MARKET UPDATE B

11:00 - 12:30

- > ENABLING JOURNEY PLANNING FOR ALL 
- > INTERMODAL TRANSPORT CONTROL SYSTEMS 
- > MARKET UPDATE A
- > MARKET UPDATE B

12:30 - 14:00 > LUNCH

- > MARKET UPDATE A
- > MARKET UPDATE B

14:00 - 15:30

- > IMPLEMENTING SMART TICKETING SYSTEMS 
- > COLLECTING & ANALYSING DATA TO BETTER UNDERSTAND OUR CUSTOMERS 
- > MARKET UPDATE A
- > MARKET UPDATE B

16:00 - 17:30

- > HOW TO ENABLE SUCCESSFUL OPEN DATA POLICIES?
- > TECHNICAL VISIT 



EVENING

- > KARLSRUHE NETWORKING NIGHT

EXHIBITION OPEN UNTIL 18:00

THURSDAY 3 MARCH

09:00 - 10:30

- > DATA FOR SMART BUSINESSES & SERVICES 
- > INTEGRATED MOBILITY PLATFORMS 
- > MARKET UPDATE A
- > MARKET UPDATE B

11:00 - 12:30

- > SMART CITIES - THE CONDITIONS FOR EFFICIENT URBAN TRANSPORT SOLUTIONS

12:15 - 12:30

- > CLOSING CEREMONY

12:30 - 14:00 > LUNCH

EXHIBITION OPEN UNTIL 15:00



WEDNESDAY 2ND MARCH - 16:00 - 17:30
 TECHNICAL VISIT TO THE CONSTRUCTION SITE
 OF KARLSRUHE'S UNDERGROUND TRAM TUNNEL

Photo: KASIG - Karlsruhe Schieneninfrastruktur-Gesellschaft mbH

DATA FOR SMART BUSINESSES AND SERVICES

What data do we have today? Where is it located? How much more data do we expect to have tomorrow and what will we do with **big data**? What are the experiences with opening up, using and sharing inert data? How can third parties help take advantage of it? How to add value to data by smartly combining it with different data sources?

How can we use this smart information for enhancing the customer experience, improve services and operations, and increase revenues? Also, how can data and information from our companies and authorities generate specific external commercial interests?

Smart is when you add value to something so it becomes meaningful to someone; **Smart Cities provide smart services**; smart services deliver smart data; smart data is data with added value; added value comes from smart combinations of data; **the Internet of Things** will cause an explosion of data; data is the fuel of tomorrow, in all its forms and shapes, whether big or small!

A round-table session will discuss **Open data and data standards**. Other sessions will cover the various approaches and latest developments in **Transforming data into travel information for our customers** and looking at how **Data is fuelling smart businesses and services**.

SMART CITIES

The IT sector is enabling the demonstration and in some cases deployment of **innovative vehicle technologies**, from **connected vehicle technology** to **automated transport systems**. It also contributes to the deployment of electromobility enabled by the IT interface required for payment, information and management of the electricity supply. These technologies open up further opportunities and threats. They are bound to lead to advanced network management building upon **state-of-the-art traffic management systems** in which public transport is better taken into account. They can also provide interesting complementarities and solutions for advanced interfaces between various modes of transport.

IT-TRANS is encouraging contributions to these developments opening up a greater integration of public transport in the urban transport network and environment, seizing opportunities from technological developments.

This session will focus on **The new urban mobility landscape in Smart Cities**.



SOME INVITED SPEAKERS



> **Stefan Hulman**, CEO, 9292, Utrecht, Netherlands



> **Stuart McNeill**, Manager, Traveline Scotland, Edinburgh, United Kingdom



> **Jonathan Raper**, CEO, TransportAPI, London, United Kingdom



> **Susanne Schatzinger**, Project Leader / Researcher, Fraunhofer IAO, Stuttgart, Germany



> **Peter SerVaas**, President, DoubleMap, Indianapolis, USA



> **Marco Gennaro**, Head of Division for Data Management and Distribution Management, Rhein-Main-Verkehrsverbund Service, Frankfurt am Main, Germany

INTEGRATED MOBILITY PLATFORMS

An “integrated mobility platform” ideally combines all available mobility options into a One-Stop-Shop. Its added value is not found in the collection of existing separate services presented in parallel on one platform but in actually connecting the dots (sharing a common fare-structure, connecting timetables, one brand, etc.).

Tackling this challenge at the level of organisational co-operation inherently results in a much higher quality than solving the integration through technical interoperability alone!

Today, we see a growing number of attractive and innovative platforms. What are the **technical barriers** they have had to overcome? How did **legislation** play a role; and could they rely on **open data** and use **common standards**? Who are the newcomers and which initiatives are on track to offer similar solutions? New mobility services such as **transactional platforms for ride selling** are generating buzz and are being adopted. How do they relate to mobility platforms?

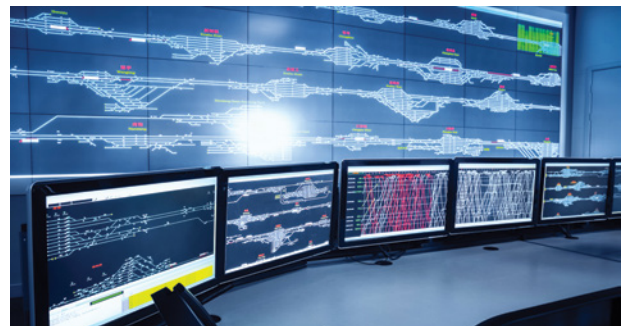
The provision of **integrated mobility services** also includes last-mile services not always provided through public transport. A session will be dedicated to **taxi services** which are going through major changes under the influence of IT.

ITCS

Together with its control centres, **Intermodal Transport Control Systems (ITCS)** can be seen as the data spinal column connecting operations to the brain of public transport networks. Its tasks are still expanding - **real-time data, guaranteed connections and passenger counting!**

ITCS has great and uncharted potential. Algorithms are often at the heart of things and they are growing in complexity especially when it comes to e.g. pattern recognition using artificial intelligence to analyse the movement of people in stations, on platforms and in vehicles. **Data from social interactions** and driverless cars may also be valuable sources.

At the same time, these systems are becoming more and more complex and expensive. When the time is ripe to expand or replace equipment, it would help not to be dependent on just one supplier. **Modularisation** has been on the agenda for a while to enable a system of black boxes and standardised interfaces.



> **Nico Weiner**, Project Manager and Product Owner, Bosch Software Innovations GmbH, Berlin, Germany



> **Annafi Zulkifli**, Head of Special Projects, Land Public Transport Commission of Malaysia, Kuala Lumpur, Malaysia



> **Tuukka Hastrup**, Systems Designer, Helsinki Regional Transport Authority (HSL), Helsinki, Finland



> **Johan van Ieperen**, Research and Development Manager, Technology and System Design, INIT GmbH, Karlsruhe, Germany



> **Claus Dohmen**, Product Manager, IVU - Traffic Technologies AG, Berlin, Germany



> **Brendon Hemily**, Principal, Hemily and Associates, Toronto, Canada

> MORE ABOUT THE EXHIBITION



How will public transport meet the expectations of the **smart traveller** and their intelligent communities is the main question **IT-TRANS** aims to address. Today, people expect intelligence in order to make informed decisions and select their preferred mode of transport - everywhere and any time.

The comprehensive Exhibition of **IT-TRANS** is the ideal platform to facilitate an active dialogue for the worldwide audience of public transport specialists.

Discover the latest industry updates on products and services for the sector's daily business. Spread over a total surface area of **12,500 square metres**, approximately **200 industry partners** from some **30 countries** will present their **cutting-edge products and IT developments**.

In addition, they will dedicate all their time and know-how to discussing your individual requirements and finding solutions that improve your daily business - and of course for the benefit of your customers.

KEY THEMES



The **IT-TRANS** Exhibition showcases cutting-edge information technologies and IT products for public transport including:

REAL-TIME PASSENGER INFORMATION

SECURITY AND SAFETY SYSTEMS

INTEGRATED FARE MANAGEMENT

INFOTAINMENT SYSTEMS

SOFTWARE/SOFTWARE DEVELOPMENT

INTEGRATED & COMBINED MOBILITY

TRAFFIC MANAGEMENT/INTELLIGENT TRAFFIC

CUSTOMER SERVICES

AND MANY OTHERS

THE MARKET UPDATE FORUMS



Expand your knowledge: Learn more about the **latest technological innovations** and **business development opportunities** in the **IT-TRANS** Market Update Forums. The 16 Market Update Forums are dedicated areas on the Exhibition floor where **IT-TRANS** exhibitors will share their experiences and present their **best practices and case studies**.

Take advantage of these interactive platforms to raise questions based on your specific needs and exchange ideas with the most knowledgeable professionals.

BE AN ACTIVE PART OF IT-TRANS!

JOIN US AS AN EXHIBITOR!

Do not let the sector move ahead without you! Contact us to book your stand area!

For further details about your participation, as well as our updated floor-plan and list of exhibitors, please check www.it-trans.org

Contact: **Kai Opitz**, Messe Karlsruhe
kai.opitz@messe-karlsruhe.de



MARKET UPDATES

Here is a sample of the topics to be presented in the **IT-TRANS** Market Update Forums:

- **Automatic vehicle and depot management**
- **Integrated planning tools** for authorities and operators
- The use of **3D simulation** in public transport design
- **Advanced mobile technologies** for intelligent transportation systems
- **Journey-planner apps** navigation
- **Bluetooth-based** Be-In/Be-Out ticketing systems
- **Innovative solutions** for integrated and combined mobility
- **Authority planning**, contracting systems and tender management
- **Shortage of professionals** in the railway industry
- **Assurance of quality** of public transport at traffic lights
- Complete passenger **information systems**
- Improving **quality of operation** in a dynamic world

➤ AND MANY OTHERS

➤ HOW TO REGISTER



FILL IN THE ONLINE REGISTRATION FORM
ON **WWW.IT-TRANS.ORG**

FOR GROUP REGISTRATIONS,
PLEASE CONTACT NATHALIE.SIMON@UITP.ORG

**REGISTER BEFORE 15TH DECEMBER 2015
AND BENEFIT FROM THE EARLY BIRD RATE !**

INDIVIDUAL REGISTRATION

Conference REGISTRATION FEES (19% German VAT excl.)	EARLY BIRD RATE UNTIL 15/12/15	BASIC RATE UNTIL 29/02/16	ON SITE	LIGHT RATE*
Member	€670	€895	€1,120	€350
Non-member	€995	€1,330	€1,660	€525

* Access is limited to the Conference sessions and coffee breaks on one day of your choice. Access to the Exhibition is granted during the 3 days.

GROUP REGISTRATION

	Conference REGISTRATION FEES (19% German VAT excl.)	SPECIAL RATE (per person)
4-10 PEOPLE	Member	€625
	Non-member	€935
10+ PEOPLE	Member	€535
	Non-member	€795



➤ SOME PRACTICAL INFO




VENUE

Karlsruhe Trade Fair Centre

Messeallee 1 | 76287 Rheinstetten (Germany)

KARLSRUHE – EASY TO REACH

 **By rail** from Strasbourg (40min) – Stuttgart (50min) – Frankfurt Airport (1h) – Basel (1h45) – Paris (3h) – Munich (3h) – Luxembourg (3h15) – Brussels (4h30) – Marseille (6h30)

 **By air** from Berlin and Hamburg (1h15) – London (1h30) – Barcelona (1h30) – Rome (1h30) – Stockholm (2h10) – Helsinki (2h35) – Copenhagen (3h) – Oslo (3h30) – Istanbul (3h10) – Prague (3h20) – Vienna (3h15) – Moscow (3h30)

SPECIAL OFFER:

Discounted travel with Lufthansa Group Airlines.

For more information visit: www.it-trans.org



HOTEL RESERVATION

Special room rates have been negotiated for our delegates, visitors and exhibitors. More detailed information can soon be found on our website: www.it-trans.org

PRESS ENQUIRIES

For press accreditation, queries or media partnerships please contact:

Andrew Canning, andrew.canning@uitp.org

Join in the discussion using the hashtag

 **#ITTRANS**

on Twitter and follow all the latest news @IT_TRANS

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➤ ADVERTISING OPPORTUNITIES

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WHO'S ATTENDING → IT-TRANS?

- **Transport authorities** at the local, regional or national level
- **Transport operators** providing public transport services or other types of mobility services
- **IT developers** creating solutions for a more efficient urban mobility system
- **Newcomers** looking forward to enter and grow the urban and public transport market
- **Movers and shakers** proposing new ideas to make the most out of the data revolution
- **Suppliers** to other actors of the sector

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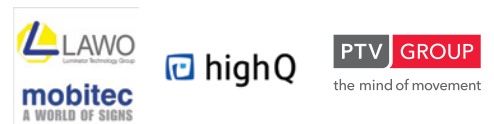
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