Introduction to ERTICO and ITS

UNECE Workshop on ITS, 26.5.2010
Hermann Meyer, CEO ERTICO
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WHO WE ARE

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Who we are

» Facts & Figures

› Founded in 1991
› 90 Partners
› Team of 35 professionals in Brussels
› 30 activities across 4 continents
› Annual budget € 4.5m
Who we are

» Our vision

“Intelligent Mobility”

› Towards zero accidents
› Towards zero delays
› With reduced impact on the environment
› Towards fully informed people

› where services are affordable and seamless
› privacy is respected and
› security is provided

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WHAT ITS IS

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What ITS is

» Systems and services which improve road transport by adding INFORMATION

Gaining information  Exchanging information  Processing information  Using information
What ITS is

» Technologies/carriers

### Gaining information
- Sensors
- Navigation
- Mobile phones
- Satellite positionning

### Communicate information
- Cellular
- Infrared
- DSRC
- Digital broadcasting
- Internet

### Processing information
- Processing units

### Using information
- Logistics
- Smart phone
- Vehicle
- Traffic signs
- Portable navigation device
- Traffic management centre

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What ITS offers

Supporting co-modal transport
» Information on option/times
» Electronic booking/ticketing
» ...

Supporting electrification of vehicles
» Range predictions
» Smart fueling
» ...

Improving access
» Points of interest
» ...

Improving safety
» Information on incidences
» Information on traffic regulation
» ...

Improving traffic flow
» Navigation
» Tolling
» ...

Improving logistics
» Goods tracking
» Co-modal transport
» ...

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What ITS offers

Supporting multi-modal transport
» Information on option/times
» Electronic booking/ticketing
» ...

Supporting electrification of vehicles
» Range predictions
» Smart fueling
» ...

Improving access
» Parking information
» Automatic zone access
» Points of interest
» ...

Mutually supportive

Improving traffic flow
» Predictive traffic management
» Navigation
» Tolling
» ...

Improving safety
» Information on incidences
» Information on traffic regulation
» ...

Improving logistics
» Goods tracking
» Inter-modal goods transport
» ...

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How ITS might develop

Today

» Ramp meter
» Variable Message Signs
» Road infrastructure surveillance (cameras)
» Advanced Driver Assistance Systems (cameras, sensors)
» Tolling
» Traffic information (TMC, TMC +, TPEG)
» Traveller information (Web-based, TPEG)
» Navigation (static, dynamic)
» etc.

... in the future

» X 2 X communication
» Data warehouses
» Predictive and cooperative traffic management
» ITS services supporting electric vehicles
» etc.

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How ITS might develop

Year

2030?

2020?

2015?

today

Information

Safety/Mobility/Environment benefits

Services/
Service quality

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How ITS might develop

More information

More services

More benefits

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WHAT ITS MIGHT NEED

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What ITS might need

Technologies
- Interoperability

Services
- Seamlessness

Business models
- end2end value added for all stakeholders
- Cost-benefit analysis

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

Policy support
- R&D
- Standardisation
- Incentives

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What we do

» Our goals

CooperativeMobility
Towards fully connected vehicles and infrastructure

SafeMobility
Towards zero accidents

EcoMobility
Towards reduced impact on the environment

InfoMobility
Towards zero delays and fully informed people

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What we do

» Our actions

- Advance R&D
- Show and assess
- Drive deployment
- Raise Awareness
- Support information exchange
- Support related initiatives
- Develop common positions
- Inform and support policy making
- Co-funded projects
- Network of National ITS Associations
- Deployment Platforms
- Information Exchange Platform
- ITS Congresses
- Partner Sector Platforms
- Workshops/Fora
- Policy Group
- Public Authorities Platform
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WHAT WE WANT TO SEE

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What we want to see

» Vision 2020: ubiquitous connectivity
» Let us work together...