

IT Solutions for Public Transport

## CONFERENCE PROGRAMME

15 - 17 FEBRUARY 2012  
KARLSRUHE TRADE FAIR CENTER  
GERMANY

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Herrenstraße

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### Information Technology

After a very long period of 'early exploration', we have seen many technological breakthroughs in transport, especially in public transport. Today, our industry has a wide and colourful palette of tools to perform its tasks. We are now improving the existing tools, through the use of innovative information (and communication) technologies, at all levels, and in every detail.

Increasingly, we want to offer integration and interoperability to create a seamless journey. By intelligently linking our separate tools, we transform them into smart systems; whether through eTicketing or travel information, our passengers (want to) become smart travellers.

At the same time, there is a relentless demand for more efficiency and higher performance. New technologies allow us to optimise and fine-tune our traditional operations and services like never before.

But above all, information technology enables us to act beyond 'operations' and to finally really see things from the customer perspective. Social media opens up the unavoidable one-to-one dialogue with our customers.

The use of information technology also ushers in new potential partners previously beyond the scope of our sector. EMV and NFC bring us banks and telecom operators, Google and Apple bring us 'Apps'... How can we capitalise on this growing interest from big business ready to make a foray into our 'killer application' - public transport?

Given that technology itself is almost never a problem - rather, problems are due to the underlying complexity and organisation - such global topics need a lot of discussion time to mature.

### IT-TRANS

Designed specifically to discuss IT solutions in public transport, UITP and Karlsruher Messe- und Kongress-GmbH offer the international conference and exhibition platform **IT-TRANS**. UITP's extensive membership - from industry middle and top management - enables us to mobilise quality people to deliver quality content for you to experience quality time. We like to talk about our IT family.

### PTx2

At **IT-TRANS 2010**, UITP Secretary General Hans Rat presented the sector strategy PTx2 to double the market share of public transport worldwide by 2025. Not surprisingly, a pivotal role will be played by those involved in information technology. How we accomplish all of this largely depends on the success of your solutions. We are looking for any kind of forward-looking innovation, large or small, short or long-term.

Topics that will be addressed at **IT-TRANS** include:

**Travel information** - There is an ongoing discussion about a European multimodal journey planner. The discussion is driving the hotly debated topic of data sharing.

**Ticketing** - There is a trend for moving data from the card to the back office. A unique ID number refers to your data and means of payment: what is 'ticketing as a service'?

**Social media** - Maybe the most important part of **IT-TRANS** is the serious introduction of the social media topic - the real customer perspective, a modern means of communication, especially with our younger customers, the link with the new generations.

## WEDNESDAY 15 FEBRUARY 2012

09:30-10:30

### Session 1 - OPENING - Keynotes

Introduction and moderation: Secretary General of UITP

- **First keynote speech: to be announced**

High level speaker from the European Commission on the Digital Agenda, to be confirmed

- **Second keynote speech: The Incentive-Zone**

**How to seduce people to use more sustainable modes of transport?**

Marcel Meeuwis, Senior Consultant Mobility and Accessibility, City of Enschede, Netherlands



11:00-12:30

### Session 2 - World - International best practices

**Chair: Frithjof Struye, Senior Advisor, Scheidt & Bachmann GmbH, Mönchengladbach, Germany**

- **Is there a best practice of journey planning?**

A survey of European journey planners reveals best practice in

usability and fulfilling user demands

Birgitte Woolridge, Marketing Manager, Rejseplanen A/S, Copenhagen, Denmark

- **Take out your wallet - Competition in payments**

How will EMV, NFC, Google Wallet, Telecom and Banks affect our industry, who will be in control, is it an opportunity to start earning some cash?

Martin Schroeder, Senior Program Manager Rail Program, APTA, Washington, USA (TBC)

- **A critical view on a promising EMV approach**

To which extent is EMV a solution to interoperability, and is this only the beginning of a true ID-based-ticketing?

Michael Leach, CEO, ITSO Limited, Milton Keynes, United Kingdom

- **Natural disasters and their impact on IT systems**

Last March, the earthquake and successive tsunami hit Japan hard. How it affected the railway IT system and what we must learn!

Kazuhiko Aida, Deputy Director, East Japan Railway Company (France), Paris, France

14:00-15:30

### Session 3 - 'Hot - Social media'

**Stefania di Serio, UITP Chairwoman of Information Technology & Innovation Commission and Dirigente Sicurezza, Patrimonio, Innovazione, Umbria Mobilita, Perugia, Italy**

- **Would you like to go on a social date? A simplified view on social media**

How to connect to your customers and to have an ongoing and worthwhile dialogue...

Ton Damen, Strategic Director and founder of Strategic Stuff B.V., Amsterdam, Netherlands



- **Clear the line for social media**  
Case study of the implementation of social media by Wiener Linien (Vienna)  
Answer Lang, Content Manager Social Media, Wiener Linien, Vienna, Austria
- **Social Media - What is the Hype?**  
Get to know your passengers and their expectations, drive customer engagement by anticipating, optimize services through multi-channel integration.  
Philippe Guittat, Managing Director Public Transport, Accenture, Paris, France
- **Internet - Travel information and sales in the Greater Stuttgart Area**  
Horst Stammler, CEO, Verkehrs- und Tarifverbund Stuttgart (VVS), Germany

14:00-15:30

**Market update 1**  
Speakers soon available

**Market update 2**

- **Multi-modal and cross-system passenger information**  
Holger Hartwig, Sales Manager Public Transport, AEG Gesellschaft für moderne Informationssysteme mbH, Ulm, Germany
- **Progress through standards - Standardised interfaces for PT-ITS systems**  
Gustav Thiesing, Head of R&D Department, BLIC GmbH, Berlin, Germany
- **Convergence of Services on new customer media**  
François Guillaume, Technical Expert, Calypso Networks Association, Brussels, Belgium

- **New paradigm and innovative ATFC toolbox for multi-service all-sized operators**  
João Almeida, Administrator, Card4B Systems S.A., Lisbon, Portugal

16:00-17:30

### Session 4 - European - Electronic ticketing

**Chair: Stenerik Ringqvist, UITP EuroTeam Expert (repr. Svensk Kollektivtrafik, Sweden), Brussels, Belgium**

- **(e)Ticket Germany, overview and recent developments**  
The standard for electronic ticketing in public transport  
Sjef Janssen, Managing Director, VDV-Kernapplikations GmbH & Co. KG, Cologne, Germany
- **Calypso territory. A widespread standard for eTicketing that continuously evolves**  
Ralph Gambetta, Head of Promotion, Calypso Networks Association, Brussels, Belgium
- **Turkey's innovative ITS solutions in public transportation**  
Where is Turkey in ITS, prepaid ticketing, EMV, and NFC payments?  
Guliz Ozturk, International Marketing Manager, Kentkart Ege Elektronik Ltd. Stl., Istanbul, Turkey
- **ITSO and the EU-IFM alliance. Implementing IFM across Europe**  
John Verity, Chief Advisor, ITSO Limited, Milton Keynes, United Kingdom

16:00-17:30

**Market update 3**  
Speakers soon available

← **WEDNESDAY 15 FEBRUARY 2012**

**THURSDAY 16 FEBRUARY 2012**

16:00-17:30

**Market update 4**

• **Intelligent Bus Computing**

Stephen Bennett, Vice President & Managing Director, Clever Devices Ltd., New York, United States of America

• **Capitalise on AFC investments by kick starting the NFC ecosystem**

Pier Aldershof, Managing Director Collis Pacific, Collis BV, Leiden, Netherlands

• **How to select the best bill recycler for your operation**

Bassam Estaitieh, Product Manager, CRANE Payment Solutions, Concord, Canada

• **Nextcity: A platform to keep the world on the move**

Wolf Heine, Manager Systems, Marketing and Sales, Cubic Transportation Systems Deutschland GmbH, Frankfurt, Germany

19:00

IT Family dinner powered by  Trapeze™



09:30-11:00 **Session 5 - Innovation and inspiration**

Chair: Jarl Eliassen, UITP Honorary Chairman of the Information Technology & Innovation Commission and CEO, Trafikanten AS, Oslo, Norway

• **David and Goliath**

Planned is to have one of the new players in the public transport industry. This could be a bank or telecom operator. How do they see us - as the killer application?

Speaker to be confirmed

• **Let data speak. Tips and tools to use data for optimizing PT**

Luc van Wijngaarden, CEO, Zight BV, Leiden, Netherlands

• **'Ticketing as a Service', a new paradigm**

Plus a brief update on NFC with BPASS: in operation in Nice, soon a pilot in Ile de France...

Dominique Descolas, Digital Services Director, Veolia Transdev, Paris, France

• **Public transport and IT - When the numbers are BIG**

International best practices, lessons learned, etc, from the 'Implementation and integration of (very) large Mobility (IT) Projects'

Friedrich Moninger, Siemens, Erlangen, Germany (TBC)

09:30-11:00

**Market update 5**

• **Digital video techniques for rail and surroundings**

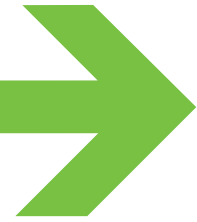
Axel Heinrich, Mobotix, Langmeil, Germany

• **Total ITS applied**

Arnstein Engan, Sales and Marketing Manager, FARA ASA, Trondheim, Norway

• **Mobile Age - Passenger information of a new generation**

Michael Frankenberg, Managing Director and Partner, Hacon, Hannover, Germany



- **Mobility 2.0 - Practical example and activities within the area of RMV**

Marco Gennaro, Area manager of data- and distribution management, Rhein-Main-Verkehrsverbund, Frankfurt, Germany

**Market update 6**

- **Automated Passenger Counting (APC) to increase operational efficiency**

Michael Westermann, Senior Sales Manager, DILAX Intelcom GmbH, Berlin, Germany

- **Online and offline personalisation of e-tickets in accordance with VDV-KA with SAM cluster**

Michael Gross, EOS Uprade GmbH, Hamburg, Germany  
Christian Rommel, Systemtechnik GmbH, Sömmerda, Germany

- **GIS for improved operational Performance in Public Transport**

Terry Bills, Transportation Industry Manager, ESRI, Redlands, United States of America

**11:30-12:30 Session 6 - Reflection - IT as a painkiller**

**Introduction and moderation:** Hans van der Linde, Managing Director for Tait Europe, Middle East and Africa, Tait Radio Communications GmbH, Vienna, Austria (tbc)

- **'When the telephone was invented, everyone thought we would travel less!'**

An amusing 'column style' look at how information technology has 'improved' our quality of life

Speaker to be confirmed

- **ITS for Public Transport at the European level**

A review of policy achievements and next steps to make public transport smarter across Europe

Pawel Stelmaszczyk, Head of Unit Intelligent Transport Systems, European Commission, Directorate-General for Mobility and Transport, Brussels, Belgium (tbc)

**14:00-15:30 Session 7 - Communication - IT in public transport vehicles**

**Chair:** Umberto Guida, Director of the European Bus System of the Future project, UITP, Brussels, Belgium

- **European Bus System of the Future**

The IT platform conception for a new generation of urban buses and high quality systems

Jean-Laurent Franchineau, Research Programs Director, Veolia Transport, Rueil Malmaison, France

- **Radio communication - Emerging technologies**

Critical communication solutions for public safety, utility and transport organizations

Hans van der Linde, Managing Director of Tait Europe, Middle East and Africa, Tait Radio Communications GmbH, Vienna, Austria

- **DMR versus TETRA**

For four years, a new digital radio standard is available. Is it an alternative for PT use?

Kurt Stern, Traffic Telematics, Department Head, SWM GmbH/MVG, Munich, Germany

- **What about the weather?**

The third most important non issue for society - and in public transport? Vesa Kurki, Director, Commercial Services, Finnish Meteorological Institute, Helsinki, Finland (tbc)

## THURSDAY 16 FEBRUARY 2012

14:00-15:30

### Market update 7

- **Achieving full integrated ITS and AFC systems in public transports: case studies**

Tony Smith, Commercial Manager, VIX ACIS LTD, Cambridge, United Kingdom

- **IProuter - The IP communication gateway**

Klaus Janke, Key Account Manager, INIT GmbH, Karlsruhe, Germany

- **Mobi Guider the open platform for full end-to-end ITS**

Johan Rommelaere, Head of Marketing and Business Development, Prodata Mobility Systems, Zaventem, Belgium

- **Voice and data communication in public transport using public mobile radio and VoIP**

Claus Dohmen, Product Manager, IVU Traffic Technologies AG, Aachen, Germany

### Market update 8

- **Höft & Wessel presents the new approach of e-ticketing controlling by new generation of control handhelds**

Torsten Seipelt, Sales Director Almex, Höft & Wessel AG, Hannover, Germany

- **Modern IP network applications for public transport vehicles**

Jürgen Fuchs, Director of Business Center, Indanet AG, Munich, Germany

- **Minimising the cost of cash as part of your overall fare collection strategy**

Andrew Osborne, Marketing Director, MEI Inc., Geneva, Switzerland

- **Public transport navigation solutions**

Jean-Claude Degand, Managing Director, MOVIKEN-SLE, Biot, France

16:00-17:30

### Market update 9

- **Increase in public safety and permanent cost reduction with Netro© BME**

Milica Radic, Product Manager, Netro AG, Bruchsal, Germany

- **Moving contactless transit applications into NFC enabled smart phones to revolutionize the end users' on-the-move travel experience**

Martin Gruber, Segment Director Automatic Fare Collection, NXP Semiconductors, Gratkorn, Austria

- **DIVIS - Revenue Management easy and fast**

Frank Trolp, Geschäftsführer, Profics GmbH, Winterthur, Switzerland

- **Projektron BCS - ensuring your projects are on time and reliable**

Florian Sauter, Assistant, Projektron GmbH, Berlin, Germany

16:00-17:30

### ASSTRA and VDV Workshops

(See p. 10)



19:00

Karlsruhe Reception powered by **init**

### 09:30-11:00 **Session 8 - Professional - Analysing future technologies**

**Chair: Paul Gwynn, UITP Chairman of IT & Service Industry Committee and Director Business Development, INIT AG, Karlsruhe, Germany**

- **IP-COM**  
Internet Protocol-based communication services in public transport  
Jürgen Greschner, CEO, INIT, Karlsruhe, Germany
- **Intermodal Transport Control Systems (ITCS)**  
Requirements for planning, operating and optimizing public transportation  
René Zeller, Head of Business Development, Trapeze ITS Switzerland, Neuhausen, Switzerland
- **Interoperability in complex ticketing - economically feasible**  
Ways to achieve interoperability without strong impact on existing base and huge investments in relatively short time  
Matthias Augustyniak, Managing Director, Scheidt & Bachmann GmbH, Mönchengladbach, Germany
- **Indoor navigation and orientation**  
Navigate inside stations + professional use cases (emergency/tracking/logistics)  
Rob Lavreysen, Product Manager Public Transport, Brussels, NAVTEQ

### 09:30-11:00 **Market update 10**

- **Demand Response Service - 'The flexible way of public transport'**  
Udo Steinmeier, Sales Manager DACHL, Trapeze, Neuhausen, Switzerland

### 11:30-13:00

#### **Market update 11**

- **SMART-WAY: never get lost in public transport**  
Michael Selle, Managing Director, the agent factory GmbH, Jena, Germany
- **Eco-Driving: the magic triangle**  
Volker Greitzke, International Sales Manager, Trapeze ITS Switzerland GmbH, Neuhausen, Switzerland
- **Successful deployment of mobile ticket solutions in the Nordics**  
Mikkel Børve, Sales Director, Unwire, Copenhagen, Denmark
- **Computer based planning system to support workflow in a Transit Association**  
Peter Mott, Director Support & Training, PTV AG, Karlsruhe, Germany  
Marco Remy, Network Planner, Verkehrsverbund Rhein-Neckar GmbH, Mannheim, Germany

#### **Market update 12**

- **100% process optimisation at the depot**  
René Rothe, Director Sales, PSI Transcom GmbH, Berlin, Germany
- **RFID low memory ticketing**  
Tanja D'Intino, Verkauf/Export, RFIDentic, Kempen, Germany
- **Public Transport Intelligence: get the most out of your Fare Management System**  
Jean Costantini, Senior Business Advisor, Thales, Bretigny sur Orge, France
- **SIPA - security-critical IP applications**  
Reinhard Wegener, Director Technical Center, telent GmbH, Backnang, Germany

**From 14:00 Technical Visits**



## THE EXHIBITION

## WORKSHOPS

### Solutions for your everyday problems and operational decisions

Here you can rely on the **Industry Partners' specific knowledge** to help solve your problems. It will be easy to visit them at their exhibition booths and to discuss the details. They spend all their professional time on your particular problem area. They are therefore able to channel know-how from other experiences into your potential solution.

The exhibition is the ideal platform to do business face to face. Usually, many deals are finalized at **IT-TRANS** and plenty more are started here!

And even if you do not have a pressing question, go and have a brief chat to hear about latest technologies, knowledge or ideas. It may spark a brainwave you have been waiting for!

Some 150 exhibitors from 25 countries on over 7,500sqm of exhibition space and 2,000 visitors!

### MARKET UPDATES

If you look for precise experiences and knowledge sharing without an extensive networking, please attend the Market Update sessions. This is where the industry will give its product presentations. Simply sit back and absorb the information. Ask questions if you like.

Confirmed speakers from more than 10 countries! Canada, France, Switzerland, United States of America, Denmark and more...

Find the complete Market Updates programme on [www.it-trans.org](http://www.it-trans.org)

The founding fathers of **IT-TRANS** (VDV, ASSTRA and UTP) traditionally may organise their own workshop. This year the French speakers have been incorporated in the general programme. Both VDV and ASSTRA will offer you a special look into their kitchen of hot and innovative projects.

#### ASSTRA Workshop

- **The ASSTRA's Survey on electronic ticketing system, infomobility and fare integration**

Daniela Carbone, Head of Technological Innovations Department, ASSTRA, Rome, Italy

- **IT on-board architecture and new opportunities for electronic ticketing: some news from Venice**

Roberto Cerruti, Information and Telematics Systems Director, ACTV S.p.A. Venezia, Venice, Italy

- **ICT Technology as support of ticketing and infomobility management**

Roberto Andreoli, Chief information Officer and Manager of information and technology department, ATM Servizi Milano, Milan, Italy

- **SIGE PROJECT: integrated system for operation management**

Luca Masciola, Co-Director Business process integration, ATAC S.p.A. Roma, Rome, Italy

- **Technology and innovation in motion.**

**The mobility management with Intelligent Transport Systems in Cagliari**

Proto Tilocca, Planning, IT and Quality manager, CTM S.p.A. Cagliari, Cagliari, Italy

- **Ibus... with QRCode**

Aldo Bernard, CIO, TT S.p.A. Trento, Trento, Italy

#### VDV Workshop

This session will be coordinated by VDV, the Association of German Transport Companies. The precise content is still under discussion. Details to be published later/online

## TECHNICAL VISITS

## KARLSRUHE TRADE FAIR CENTRE

1. One-hour tour through the east depot of Verkehrsbetriebe Karlsruhe GmbH (VBK)
2. Tour of the construction sites for the 'combined project' - a tram tunnel in Kaiserstraße and a road tunnel in Kriegsstraße
3. The Karlsruhe intermodal tram-train system

More information on [www.it-trans.org](http://www.it-trans.org)

Due to the continuous expansion of the Conference and Exhibition, **IT-TRANS** is moving to a larger venue, the ultra-modern Karlsruhe Trade Fair Centre (Messe Karlsruhe).

With only a few minutes' ride on public transport from the Karlsruhe city centre you will reach one of the most attractive exhibition venues in Germany.

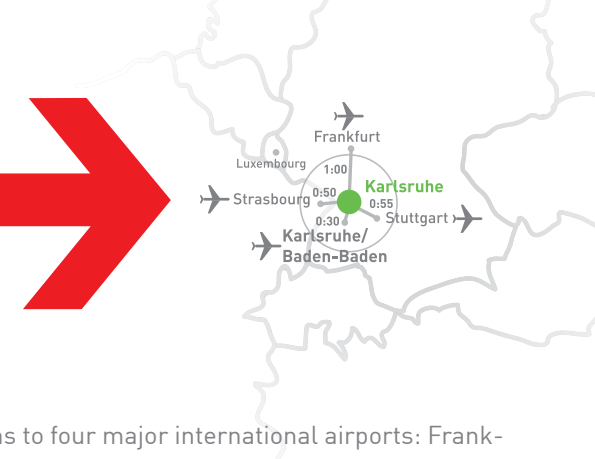
**UITP and KMK look forward to seeing you in the Karlsruhe Trade Fair Centre!**

**Karlsruhe Trade Fair Centre**  
**Messeallee 1, 76287 Rheinstetten, Germany**  
[www.messe-karlsruhe.de](http://www.messe-karlsruhe.de)

## Travel links

- Air travel: connections to four major international airports: Frankfurt, Stuttgart, Strasbourg and Karlsruhe/Baden-Baden.
- Rail travel: Karlsruhe is a main railway hub for InterCityExpress (ICE), InterCity, EuroCity, and InterRegio connections. From Paris, it takes less than three hours to reach Karlsruhe on the high-speed TGV and from Frankfurt one hour.
- Public transport: take the S2 (suburban railway), from downtown Karlsruhe travelling towards Rheinstetten. Alight at Messe/Leichtsandstraße. From downtown it only takes about 20 minutes.

A shuttle service will be provided to/from the main station and the official hotels.





## PRACTICAL INFORMATION

### Registration

- Register online: [www.it-trans.org](http://www.it-trans.org) (payment by credit card only)
- Fax: +32 2 660 10 72 to the attention of Nathalie Simon
- Scan the form and e-mail to [nathalie.simon@uitp.org](mailto:nathalie.simon@uitp.org)

Busy schedule but still want to go to **IT-TRANS**? Go for the light registration option: one-day conference and exhibition pass. More information in the registration form or visit [www.it-trans.org](http://www.it-trans.org)

### Registration contact

Nathalie Simon, Events Assistant, UITP  
[nathalie.simon@uitp.org](mailto:nathalie.simon@uitp.org)

### Speakers' contacts

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### Hotel accommodation

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[elisabeth.grusemann@kmsg.de](mailto:elisabeth.grusemann@kmsg.de)

### Languages of the Conference

The Conference languages are English and German. Translations into French and Spanish may be provided, depending on the number of participants

### Accompanying person's tours

- City walking tour 'Justice in Karlsruhe'
- Heidelberg
- The Black Forest

For more information, go to  
[www.it-trans.org](http://www.it-trans.org)