## MaaS@IT-TRANS: Exhibitors reveal how mobility can succeed seamlessly, individually and synergistically

**Exchange and collaboration at the heart of the exhibition and conference - and the basis for successful MaaS projects**

*Karlsruhe, 19 February 2024* – While Mobility-as-a-Service (MaaS) is on the wishlist of many people in rural areas, it's already a popular offering in many cities. The intermodal linking of various private and public modes of transport through travel planning, booking and payment using a single digital platform is considered one of the key pillars of the transport revolution. At IT-TRANS in Karlsruhe, the leading exhibition and conference for intelligent solutions in public transport, key players from all over the world will be presenting their MaaS solutions from May 14 to 16, accompanied by two exciting conference sessions on the subject. MaaS is just one of eight key topics covering the entire spectrum of digitalization in public transport, from connectivity and 5G to artificial intelligence.

**Fun and easy to use**

Apps that make life easier for passengers will only prove popular if they are passenger-centric, functionally convincing, economically advantageous and, last but not least, fun. That's the conclusion of analysis conducted by the Fraunhofer Institute for Industrial Engineering involving 6,400 participants from all over Europe. It is not gamification that has to provide the fun factor, but maximum ease of use and a high level of user comfort.[1]

"MaaS is centered around us as users and enables tailor-made mobility offers that are bundled and easily accessible," says Wolfram Uerlich, Founder and Head of goFLUX & Karos Germany. There are (almost) no limits to intermodal integration: streetcars and buses are just as much a part of it as scooters, e-bikes or carpooling. The latter is served by **goFLUX** (dm-arena, W10) with its app of the same name: it links public transport services with private car pools

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[1] https://openaccess.cms-conferences.org/publications/book/978-1-958651-71-1/article/978-1-958651-71-1_27 (access: January 25 2024)

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and can thus supplement and relieve bus and streetcar networks and, in particular, better connect rural and urban areas.

**Making life easier with MaaS**

The Spanish startup **meep** (Hall 1, Z112) develops white-label applications for cities and transport operators and, as such, provides backend infrastructure for the EMT Madrid transport association used on the Madrid Mobility 360 app. The app integrates a multimodal travel planning tool including bus, metro, trains, and shared mobility services, and enables payment and information on real-time bus utilization.

In the Karlsruhe TechnologyRegion, the regiomove app from KVV, the Karlsruhe Transport Association, links traditional public transport with bike and car-sharing providers. Here, too, the app takes care of intermodal travel planning, booking and payment. The regiomove booking platform comes from **Init** (Hall 1, F5), with the traffic modeling software supplied by the **PTV Group** (Hall 1, B3). Regiomove was launched as a lighthouse project by Karlsruhe research institutions and companies back in 2017, and is now a firm pillar of urban mobility in Karlsruhe.

The MaaS project in German state North Rhine-Westphalia shows that MaaS is particularly successful when political decision-makers, transport companies and associations, and service providers work together. Commissioned by the responsible ministry, the development and operation of bundled data access for networking background systems is at the heart of the project, as is the MaaS NRW toolkit. The latter enables and promotes the state-wide transfer of knowledge between stakeholders. In addition to goFLUX, the IT-TRANS exhibitors **better mobility** with its apps (dm-arena, P11) alongside **Mentz**, with its check-in/check-out system (dm-arena, Q10) took part.

**Conference: Experts driving the future mobility solutions**

At the three-day IT-TRANS conference, eight key topics will focus on urban mobility and the latest technologies in this area - including shared mobility and MaaS. Two parallel sessions will focus on MaaS from the perspective of both passengers and on-demand transport providers: Tuesday afternoon, May 14, will focus on "Mobility-as-a-Service: the perspective of the passenger", while Wednesday morning's session will provide information on the next steps in this area with "Arriving at the next stop with MaaS and on-demand transport".

Intelligent Urban Transport Systems

**Tickets & Info:**
Visit https://www.it-trans.org/de/tickets/ to get your tickets for the exhibition and conference, and www.it-trans.org to learn more about the exhibitors and event programme.

IT-TRANS, the International Conference and Exhibition for Intelligent Solutions in Public Transport, was first held in 2008 in Karlsruhe. The biennial event quickly established itself as the leading platform for the industry. It is organised by the International Association of Public Transport (UITP) and Messe Karlsruhe.

IT-TRANS 2024 is supported by the Association of German Transport Companies (VDV), the Italian transport association ASSTRA, ITS Spain and the industry network Women in Mobility.

The event is aimed at all organisations and businesses in urban mobility in particular decision-makers in public and private transport companies, regional governments, transport authorities and associations. International companies showcase their latest products and services at the exhibition. At the three-day conference, speakers from around the world provide practical information on innovations in a series of sessions, workshops, and presentations, along with recommendation on how to best use digital solutions in urban mobility.

The next IT-TRANS takes place from 12 to 14 May 2024 at the Karlsruhe Trade Fair Centre.