AI offers unrivalled potential for transport and mobility

IT-TRANS 2024: Exhibitors and speakers to provide updates on process optimisation and increasing efficiency through Artificial Intelligence

Karlsruhe, 16 April 2024 – As Artificial intelligence (AI) has the ability to recognise and solve problems, and also make decisions, it can replace humans in the completion of routine tasks, thus freeing up employees for more complex operations. At IT-TRANS from 14 to 16 May at Messe Karlsruhe, companies from all over the world will be demonstrating how AI has already become an integral part of the transport industry, and will continue to gain ground thanks to intense development activity. With more than 250 exhibitors and accompanying panel discussions in Karlsruhe, the leading international exhibition and conference for intelligent solutions in public transport reflects this trend.

But how do companies currently rate the importance of Artificial Intelligence? According to the digital association Bitkom, the number of firms using AI in Germany has almost doubled - from nine to 15 per cent within a year. However, two-thirds of companies already see AI as the most important technology of the future.[1] In the USA, more than half of the companies surveyed use AI to automate processes,[2] and a similar number use it in customer service.

Janine Stuchl, Vice President Marketing & Communications, **PTV Group** (Hall 1, Stand B3), explains the possibilities of AI in public transport: "Just like private transport, the real-time management of public transport can also benefit from AI-supported optimisation. Large amounts of data from ticketing systems and automatic passenger counting devices contribute to a better understanding of passenger flows on the network. Algorithms can make suggestions to both transport planners and passengers on how best to deal with delays or cancellations."

AI: diverse benefits from traffic planning to safety and assistance
Alongside traffic modelling, automated passenger counting, for example, offers a useful area of application for AI: exhibitor **Interautomation** (Hall 1, Stand L15), for example, relies on AI-based neural networks as the backbone for monitoring algorithms with maximum accuracy. The company **Optibus** (Hall 1, Stand E40) is also building on AI as a powerful tool in public transport management. As a result, Optibus' software is set to integrate AI into all aspects

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[1] https://www.bitkom.org/Presse/Presseinformation/Deutsche-Wirtschaft-drueckt-bei-Kuenstlicher-Intelligenz-aufs-Tempo (Website visited on 8 April 2024)
[2] https://www.forbes.com/advisor/de/business/software/ki-unternehmen/ (Website visited on: 8 April 2024)

of public transportation management - from planning routes to managing electric vehicles - and ensure that it is possible to optimize service and operational scenarios to function at peak efficiency. The provider of on-board video telematics solutions **Streamax** (Hall 1, E40) will be showcasing its AI-supported Intelligent Bus Central Unit (IBCU) at IT-TRANS, which combines intelligent video surveillance, passenger information, dispatching and operational control on a single platform. Passenger counting and a safety system for bus drivers that warns of road users in blind spots or potential collisions can also be seamlessly integrated.

Crucial platform for public transport innovation
Exhibitor **T-Systems** (Hall 1, Stand B7) will be on site with an AI-based avatar. Philipp Greiff, Lead Expert Sales Public Transport at T-Systems, summarises the importance of IT-TRANS as a meeting point for stakeholders involved in digitalisation in public transport: "IT-TRANS serves as a crucial platform for us, so we are looking forward to meeting industry experts and other interested parties involved in AI-based applications, cloud computing and the digitalisation of transport infrastructure."

A top-class expert session at the conference on the second day of IT-TRANS will also address the topic and explain "The full potential of AI: Making public transport the first choice". Speakers include Stefan Costeur, Head of Digital and Innovation at SNCB, Leopoldo Girardi, CEO of M.A.I.O.R. SRL Società Unipersonale, Sanneke Mulderink, founder of Lynxx, and Wellington Toapanta, Head of Digital Strategy & Innovation at Hitachi Rail.

Transport Minister to attend show launch
On the first day of the trade fair, Dr Volker Wissing, Federal Minister for Digital and Transport, and patron of the exhibition and conference, will be attending the opening of IT-TRANS to find out about and discuss AI and other trends in the industry.

Tickets & Infos:
Tickets for the exhibition and conference can be purchased at https://www.it-trans.org/de/tickets/.

Interested parties can find information on exhibitors and the programme at www.it-trans.org.

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 Karlsruhe Mobility High performance Center (KAMO), the Karlsruher Verkehrsverbund (KVV), the TechnologyRegion Karlsruhe and the industry network Women in Mobility and under the patronage of Dr. Volker Wissing, Federal Minister for Digital and Transport.

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. The edition in 2026 will be held from 3 to 5 of March.