



# InformNorden

**IT in Public Transport**  
6th International Conference  
Copenhagen, Denmark. 2 - 3 September 2004

InformNorden Award 2004

**HUR** Hovedstadens  
Udviklingsråd

[www.informnorden.org](http://www.informnorden.org)

# WELCOME TO COPENHAGEN!

## Integration is hot

Integration is defined in the dictionary as "to get somebody or something to be part of something else, so that he/she becomes a part of a superior entity".

This is a rather precise description of the challenges we are facing now and in the coming years working with IT in public transport.

We are travelling on a long journey. We started with a few and small isolated IT-systems, which were used as tools to ease our daily work. After that we progressed to turn-key systems, delivered by one single supplier. These systems were often dedicated to one area in the organisation. During this period we learned that data, data quality and precise work flow procedures were critical to our success. In the next phase, we have realized that IT is a powerful tool, and it can be used to change our way of running the public transport. This is certainly true with regard to the way we have organised our cooperation with the operators.

This means that we have to have a complete overview of the whole transport business, and that IT is incorporated into all chains of the process. This also implies that we have to have systems from different suppliers to work together, because one supplier cannot deliver solutions to all areas of our complex way of doing business.

Integration is, therefore, a hot issue nowadays, and for the 6th InformNorden Conference, we have compiled an interesting programme focusing on the subject of integration from a political perspective and with expert speakers from around the world.

Welcome to Copenhagen in September.

*Mogens Buch-Larsen*

Chairman InformNorden Steering Committee



### InformNorden Steering Committee

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# PROGRAMME OVERVIEW

Theme: Integration – in the real world

THURSDAY 2<sup>ND</sup> SEPTEMBER 2004

08:00 - 09:30 **Registration and coffee**

09:30 - 09:40 **Opening of InformNorden 6th Conference • Welcome to Copenhagen and opening of the Conference**

*Mads Lebech*, Chairman, Greater Copenhagen Authority

09:40 - 09:50 **Welcome by Local Host • Introduction – why is integration relevant?**

*Mogens Buch-Larsen*, Chairman InformNorden Steering Committee

09:50 - 10:10 **Keynote Speaker 1 • A society's perspective on the use of IT in transport**

- IT in transport – a mean to have a better transport

*Helge Sander*, Minister of Science, Technology and Innovation

10:10 - 10:35 **Keynote Speaker 2 • An award winner's view on the development of IT in Public Transport**

- Recent years
- Perspectives

*Thore Brynielsson*, Dr., Thoreb

10:35 - 10:55 **Coffee break**

10:55 - 12:30 **SESSION 1 • IT-Status in the Nordic countries**

10:55 - 11:20 **Keynote Speaker 3 • Why does IT get still more important?**

- Hot topics from the Nordic countries
- HUR - IT vision
- IT in new A-bus lines

*Claes Nilas*, Executive Director Greater Copenhagen Authority

11:20 - 12:30 **What is happening in the Nordic countries?**

Introduction: Trends and possibilities - a 360 degrees perspective.

Emphasis on integration:

- Norway *Jarl Eliassen* - Investing in ITS for public transport - does it pay?
- Iceland *Ásgeir Eiríksson* - Many ways to attract customers
- Sweden *Åke Lindström* - Vision of a not that far or impossible future in Stockholm
- Finland *Eeva Mustonen* - Customer perception of travel card?
- Denmark *Stefan Fjällemark* - Responsibility and security in an open environment

Moderator: *Magnus Arnström*, Managing Director Styröbolaget/Connex

12:30 - 13:30 **Lunch**

13:30 - 15:00 **SESSION 2 - IT integration**

13:30 - 13:55 **The current state of Intelligent Transportation System (ITS) - developments in the United States**

- Collision avoidance/Detection Systems
- Automated Vehicle Assistance Programs
- Bus Rapid Transit Deployment
- Information Systems (Integrating and Connecting Modes of Transit)
- Electronic Fare Payment

*John M. English*, General Manager of the Utah Transit Authority in Salt Lake City.

13:55-14:15 **Walking the path to integration**

- Vision: The engine for the whole process
- Driving the IT challenges
- Current situation, and the way ahead

*Fernando Feldman*, Chief, Systems Department, Rosario Bus S.A., bus operator in the city of Rosario and province of Sante Fe, Argentina.

14:15-15:00 **INTEGRATION CASE STUDY • IT in A-bus (Greater Copenhagen Authority, Telenor Connect, Hogia, TDC) – a success story**

- Realtime system in 200 buses in Copenhagen
- How to plan and implement a large system with many suppliers
- Integration issues in the project seen from supplier point of view

*Michael Dan Eriksen*, IT-Project Manager/Greater Copenhagen Authority and others

15:00-15:15 **Coffee break**

15:15-16:00 **SESSION 3 • Travel cards around the world – where are we?**

15:15-15:40 **Status on Travel Card**

- Successful implementations of travel cards
- Other business ideas
- Pitfalls
- Trends and possibilities
- Customers view

*Hans Holmgren*, Project Manager, Travel Card Denmark A/S

15:40-16:00 **Smart Cards - reality or science fiction**

- Status of intelligent ticketing in Central and Eastern Europe.
- Intelligent ticketing as a means to integrate Scandinavia and the Baltic Countries.

*Waldemar Rokicki*, President, Emtal sp, Gdansk

16:00-16:20 **SESSION 4 • IT in motorsport – a benchmarking for IT in transport**

16:00-16:20 **IT in motorsport**

- How is IT used?
- How does IT affect the sport?
- Does the machine replace the man?

*Jason Watt*, Racer Driver

16:20-17:00 **Closing Ceremony**

16:20-16:30 **InformNorden Award 2004**

*Mogens Buch-Larsen*, IT-manager Greater Copenhagen Authority, Chairman InformNorden Steering Committee

16:30-16:45 **Conference next year in Reykjavik**

*Ásgeir Eiríksson*, Managing director, Greater Reykjavik Transport, STRAETO

16:45-17:00 **Closing remarks**

*Mogens Buch-Larsen*, Chairman InformNorden Steering Committee

19:00 **Reception, Restaurant NIMB in the Tivoli Gardens**

19:30 **Dinner, Restaurant NIMB**

*Welcome by Bent Larsen, Chairman of the Transport Committee*

**FRIDAY 3<sup>RD</sup> SEPTEMBER 2004**

9:00 **Technical visits**

**Team A - Meeting point: Axelborg**

Bus: Vesterbrogade – Lyngby st. – Hellerup st. – Flintholm st.  
Metro: Flintholm st. – Ørestad – Kgs. Nytorv  
Walking distance to the Town Hall Square (Rådhuspladsen)

**Team B - Meeting point: Kgs. Nytorv**

Metro: Kgs. Nytorv – Ørestad - Flintholm st  
Bus: Flintholm st. – Hellerup st. – Lyngby st. - Vesterbrogade  
Walking distance to the Town Hall Square (Rådhuspladsen)

12:00-12:30 **The HT-Orchestra plays at the Town Hall Square**

12:30-14:00 **Reception in the Copenhagen Town Hall**

*Jens Kramer Mikkelsen*, Mayor of Copenhagen

## REGISTRATION

You can register electronically for the Conference. Simply access the Conference homepage at [www.informnorden.org](http://www.informnorden.org) or go to [www.ics-online.com](http://www.ics-online.com) and complete the registration form following the instruction wizard. You can also use the attached registration form and send it by mail or fax as soon as possible in order to benefit from the low registration fee to:



ICS A/S Copenhagen

P.O. Box 41, Standvejen 169-171, DK-2900 Hellerup, Denmark

Fax: +45 3946 0515

### Entitlements

*Delegates' registration includes:*

- Participation in the Scientific Programme
- Conference Bag
- Coffee Breaks & Lunch
- City Hall Reception
- Ticket for free local transport
- Conference Dinner

### Registration fees (in DKK):

Participants	Low Fee Before 28.05.2004	Standard Fee Between 29.05. and 16.08.2004	After 16.08. 2004 and on site
	3.500	4.200	4.900

### Payment

Payment should be remitted as follows:

**1. Credit Card:** American Express, Diners Club, Euro Card, Master Card, VISA and JBC are accepted. Please remember credit card number and expiry date, as well as the three (3) digit control number (CVC) which is printed on the back of your credit card. Some credit cards have a four (4) digit code on the front.

**2. Banker's Draft** in DKK and drawn on a Danish bank, made payable to ICS. Drafts and cheques must be stapled to the registration form.

**3. Bank Transfer to:**

Account no.: 3001 4001154656

IBAN # DK50 30003001909304

Swift Address: DABADKXX

DANSKE BANK, Holmens Kanal 2, DK-1090 Copenhagen, Denmark

Please remember to add bank charges.

Please make sure that your name, address, and "InformNorden" are clearly stated on all payments and transfer documents.

### Cancellation & Refund Policy

Notification of cancellation must be made in writing and mailed to ICS - International Conference Services A/S and with a reference to a bank account, incl. the SWIFT Code, where a possible refund may be remitted to. An administration fee will be charged depending on the date the cancellation is received by ICS.

	Fee
Before 28.05. 2004	DKK 375
Between 29.05. and 16.08.2004	DKK 1.100
After 16.08.2004	No refunds

Credit cannot be given for unattended events, late arrivals or early departure. All refunds will be processed after the Conference.

## HOTEL ACCOMMODATION

Hotel rooms in different categories have been reserved for Conference participants. It is advisable to reserve rooms as early as possible. Rooms will be allocated on a first come first served basis. No rooms can be reserved unless complete credit card details are sent to ICS on the enclosed Accommodation Form.

### Hotel Prices

Hotel	Category	Single room DKK per night	Double Room or Twin DKK per night
Palace Hotel	4****	1.495	1.695
Imperial Hotel	4****	1.340	1.735
The Square	3***	1.165	1.435
Mercure Richmond	3***	985	1.270
Cab Inn City	2**	560	730

### Hotel Reservation Form

Participants, who wish to reserve hotel accommodation, should indicate their preferred hotel category on the hotel reservation form. Reservations can be made either on-line or by faxing the form to ICS on **faxnumber + 45 3946 0515**. Reservations will be made provided the hotel reservation form together with complete credit card details are sent in due course. Please note that all reservations are based on a first come first served basis. If the category of your choice is not available at the time of booking, the nearest alternative will be allocated. ICS will, however, make every effort to comply with your request.

When ICS has received your Accommodation Form with complete credit card details you will receive a Hotel Voucher. You are kindly asked to check in advance that the reservation details on the voucher are in accordance with your wishes.

### Possible changes must be addressed to ICS and not to the hotel

Such changes must always be made by letter, fax or e-mail. When changes have been accepted, a new voucher will be issued. Please make sure to present the new voucher at the hotel, as the old one will no longer be valid.

## CULTURAL PROGRAMME

### Thursday 2 September 2004 19:00

Conference Dinner at the Restaurant Nimb in the Tivoli Gardens. The Tivoli Gardens are one of the oldest and most enchanting amusement parks in the world. The special atmosphere created by the beautiful flowers and fountains together with exciting amusements and the foreign tongues of many tourists will make your visit unforgettable.

- Included in the registration fee



### Friday 3 September 2004 12:30

Reception at Copenhagen City Hall.

The City of Copenhagen is pleased to invite all delegates to a reception at the beautiful and historic City Hall.



Please note that entry to this reception requires the presentation of the invitation card (included in your Conference material).

- Included in the registration fee

## TECHNICAL VISITS

### Friday 3 September 9:00 – 12:00

There will be two teams with different meeting points.

Team A – Meeting point: Axelborg

Team B – Meeting point: Kgs. Nytorv

In the Conference material you will find information about your meeting point.

## GENERAL INFORMATION

### Conference Language

The official language of the Conference is English. No translation services will be provided.

### Venue

Axelborg, which will be the Conference Venue, has excellent conference facilities and is located in the city center in walking distance to all the official hotels of the Conference, the Tivoli Gardens and the Town Hall.

The address of the venue is:

Axelborg, Vesterbrogade 4A, DK-1620 Copenhagen V



### Transportation

Copenhagen has an extensive and very reliable network of public transport. It includes buses, trains and metro. To find the easiest way to get around, please visit the web-site [www.rejseplanen.com](http://www.rejseplanen.com) Public transport pass for the zones 1, 2 and 3 will be included in the Conference fee and you will get it when you register.



### Airport - City

Trains run every 20 minutes between the airport and the Copenhagen Central Station (Hovedbanegården). The train fare is approximately DKK 22. Tickets can be bought at the arrival hall near the lift to the railway station. A typical taxi fare between the airport and the city centre is approximately DKK 175.

### Name Badges

Entrance to the Conference area and to the various social events will be limited to badge holders only. If the badge is lost, please contact the registration desk.

### Trade Exhibition

A trade exhibition will be part of the InformNorden 2004 Conference. The trade exhibition is located in areas directly connected to the meeting room.

## VISITING COPENHAGEN

### København

That is what the locals call Wonderful Copenhagen.

Copenhagen is known to have - and in abundance - character and charm. With its backdrop of crooked rooftops and copper towers, its winding streets and busy cafés, the Danish capital has a friendly feel. Copenhagen is a small, cosy and manageable city. The reputation of Denmark's beautiful and historic capital as one of Europe's most hospitable and safest cities is well deserved with its extensive green areas, picturesque harbour district, the Royal Ballet, the famous Tivoli Gardens and more than 50 museums - with exhibitions ranging from fine arts and history to modern design and technology - a wealth of palaces and royal sights. The best sights are within the centre which has a bustling pedestrian shopping area called Strøget lined with shops selling quality Danish design.



### Insurance

You are requested to arrange your own health and travel insurance. The Conference organiser is not able to take responsibility for any injuries or damages that may occur during the Conference.

### Information on the Internet

The Conference: [www.informnorden2004.org](http://www.informnorden2004.org)

Greater Copenhagen transport information: [www.hur.dk](http://www.hur.dk)

What to see and do in Copenhagen: [www.aok.dk](http://www.aok.dk)

Copenhagen Airport: [www.cph.dk](http://www.cph.dk)

The weather in Denmark: [www.dmi.dk](http://www.dmi.dk)

### Sponsors & Exhibitors

Cubic Nordic

Hogia Persontrafik

Informi GIS

Telenor Connect

Tetranet



### Other Exhibitors

Greater Copenhagen Authority

Nordjyllands Trafikselskab



### InformNorden IT Award 2004

The award will be given to a person living in the Nordic countries: Denmark, Finland, Iceland, Norway and Sweden for eminent contributions within the development and/or use of IT in public transport. The jury is the five persons in the InformNorden Steering Committee.

You can propose suitable candidates by sending an e-mail marked "IT-Award" in the subject field to the Conference Secretariat: [informnorden2004@hur.dk](mailto:informnorden2004@hur.dk) Deadline 1 August 2004.