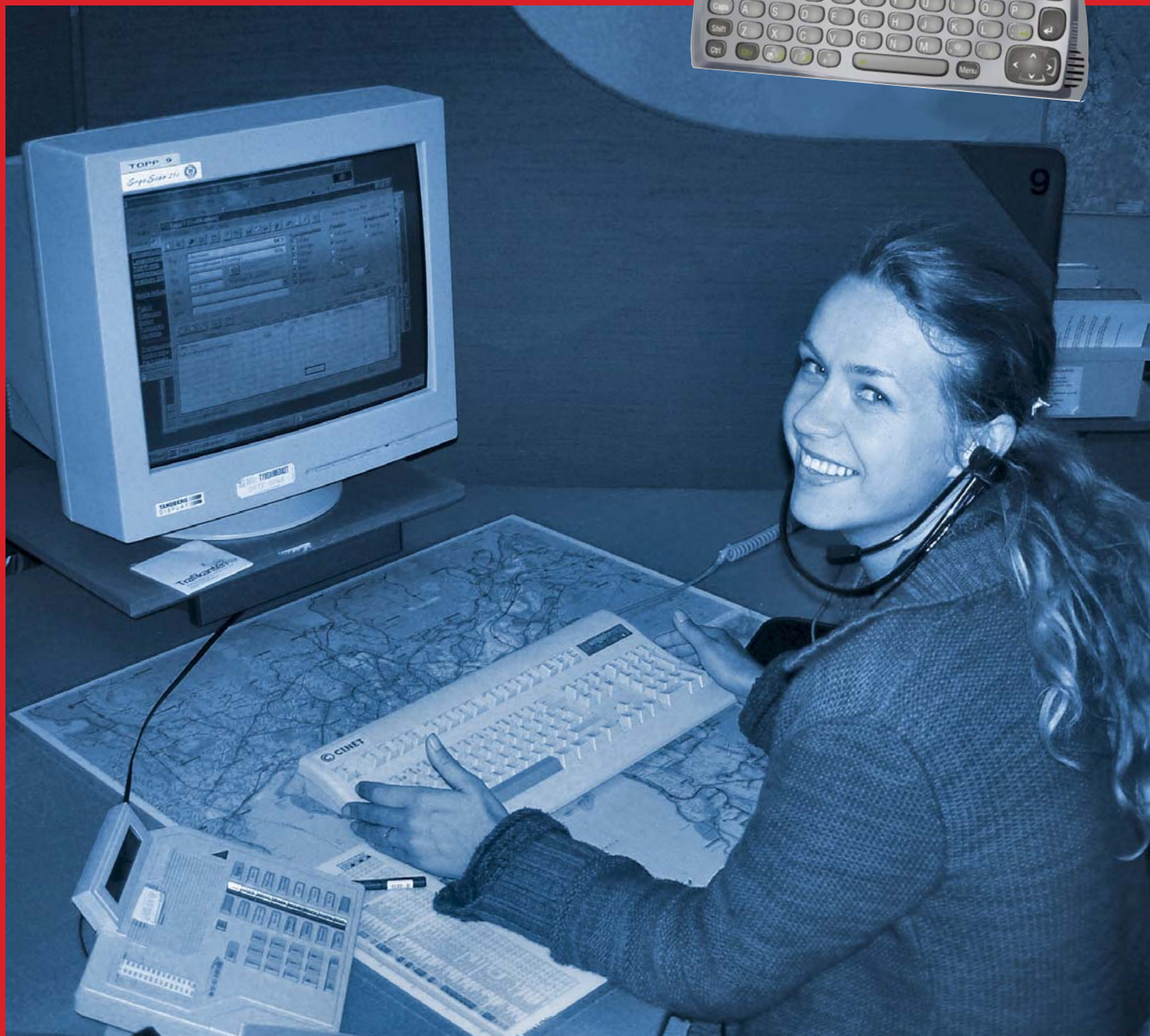


# IT-Services in Public Transport



**International Conference  
Oslo Norway**

**5-6 September 2002**

**InformNorden**

# IT-Services in Public Transport InformNorden

Rainbow Hotel Opera, Christian Frederiks plass 5, 0103 Oslo, Norway

Thursday 5.9

12:00 - 13:00

**Registration** and coffee

13:00- 13:10

**Welcome to Oslo and InformNorden**

Jarl Eliassen, Managing Director of Trafikanten, Oslo.  
Local host and Norwegian board member of InformNorden.

13:10-13:30

**IT in Public Transport – What's the use?**

Opening speaker Johannes Sloth, Managing Director of Transport Division in the Greater Copenhagen Authority, HUR, Copenhagen, Denmark.

- Vision for IT in PT
- What have we learned from the past?
- Where are we now?
- What should we do in the future?

13:30-15:00 **SESSION 1**

**The impact of the Internet in Public Transport – user cases**

13:30-14:00

**Hong Kong's Travel Club**

Candy Ng, Marketing & Communications Manager, MTR Corporation Ltd., Hong Kong.

- Cultivate customer loyalty by identifying customers as individuals
- The internet allows a breakthrough in communication and redemption
- The results are increased revenue, cost savings, enhanced loyalty and improved brand equity

14:00-14:30

**Implementing a Journey Planner for Greater London**

Jorgen Saunders-Pedersen, Corporate Systems Project Manager, Transport for London, UK.

- The requirements
- Information Channels
- The Issues
- Communication between Journey Planners

14:30-15:00

**Realtime to improve customer services in Stockholm**

Bo Tengblad, Director MD Staff, Chairman of the IT-Committee of AB Storstockholms Lokaltrafik, SL, Sweden.

- Realtime information, reliability and quality management
- Implementing realtime in an integrated Public Transport system
- Effects on customers, staff and organisation

15:00-15:30

**Coffee break**

15:30-17:30

**SESSION 2**

**The use of cellphones as mobile information terminals for PT services**

15:30-16:00

**How to deliver Realtime information throughout the journey regardless of time or place**

Åke Lindström, Webmaster at AB Storstockholms Lokaltrafik SL, Stockholm, Sweden.

- SMS and WAP
- Realtime information
- Making full use of new technologies

16:00-16:30

**mTicketing in Helsinki**

Jarmo Riikonen, Financial Secretary, Helsinki City Transport, Finland.

- SMS ticketing as part of Helsinki City Transport's ticketing system
- New customers?
- Raising the company profile

16:30-17:00

**Location based services and possibilities with the new Danish journey planner**

Henrik Skov Nielsen, Project Manager Greater Copenhagen Authority (HUR), Copenhagen, Denmark.

- The Danish journey planner today: status, use and advantages
- Access to transport in remote areas, use and implementation of hailing sections
- The semi (-realtime) approach, service messages, SMS and WAP

17:00-17:30

**Closing remarks for Sessions 1 and 2**

18:30

**Bus departure to Holmenkollen with sightseeing and evening dinner at Holmenkollen Restaurant**

There is no doubt that the use of IT in Public Transport serves a number of examples, a few of which will be looked at during the conference. It is difficult and expensive. Numerous mistakes have been made in the development in our sector should be planned and set into practice. This is how the development of information technologies has raised concerns is an indication of how IT has developed in Public Transport.

# International Conference 5-6 September 2002

Friday 6.9

09:00-11:00 **SESSION 3**  
**Automatic Ticketing on the move**

09:00-09:30

**Ten years with contactless ticketing – experiences, problems and visions**

Dr Manfred Ritschel, Transport and Communication Assessment Centre, Dresden, Germany.

- Technological developments and innovations
- Interoperability and standardisation
- New tariff systems for automatic fare collections systems in PT
- The future of Smart Cards and other technological developments

09:30-10:00

**How to ensure Seamless Ticketing in countrywide systems?**

Björn Holmberg, Chairman of the ticketing committee in Sweden. Head of Sales Department of AB Storstockholms Lokaltrafik SL, Stockholm, Sweden.

- Stockholm's experiences of the Scandinavian work on standardising contactless ticketing systems

10:00-10:30

**Ticket Interoperability in the Oslo region – Challenges and solutions**

Arnstein Engan, Managing Director of Q-Free Ticketing Ltd, Trondheim, Norway.

- Requirements and organisational model
- Clearing House functions
- Smart card structure and security
- Challenges (process)

10:30-11:00

**Singapore's new electronic ticketing system – the first major integrated system in the world with fare computation based on check-in check-out**

Silvester Prakasam, Fare Systems Manager, Land Transport Authority, Singapore.

- AVMS with GPS integration secures automatic Fare Stage Updating
- Transfer rebate
- Loyalty schemes and customer services

11:00-11:30

**Coffee break**

11:30-13:15 **SESSION 4**  
**ITS Framework in Public Transport**

11:30-12:00

**System integration for customer service in Realtime**

Stefan Fjällemark, IT Strategist Greater Copenhagen Authority (HUR), Copenhagen, Denmark.

- Pitfalls and challenges
- The importance of an implementation strategy
- Case study

12:00-12:30

**Constructing an open platform for Realtime information in Stockholm**

Lars-Gunnar Sjöcrona, Head of IT Department of AB Storstockholm's Lokaltrafik, Stockholm, Sweden.

12:30-13:00

**Implementing a coherent IT System for Public Transport in North Jutland**

Jens Mogensen, IT and Project Executive, Public Transport Authority of North Jutland (NT) and Chief of the IT Association of the Danish Regional Public Transport Authorities (TITSAM), Aalborg, Denmark.

- TITSAM: a nationwide IT association for the regional public transport authorities outside the Greater Copenhagen area
- North Jutland's strategy of implementing a coherent ITS system containing BusPc's, bus priority schemes in Aalborg, a new IT-controlled bus-terminal and a Realtime information system

13:00-13:15

**Discussion and closing remarks**

13:15

**Lunch at Hotel Opera**

services has led to greater improvements in the provision of these services. This can be shown by a  
ing this conference. We have many **Successful services;** but making information technologies work is  
ade – and more are yet to come. This conference will give a number of examples of how IT  
motion: **Strategy,** an **integrated point of view** and **standardising.**  
has been handled in other sectors for years. The fact that Public Transport companies share the same  
c Transport. And that we desire: **Success with IT!**

Organisation	
Last name	First name
Street address / P.O. Box	
Postal code	City
Country	Tel. (country code/area code/number)
E-mail	Fax. (country code/area code/number)
Special diet	

### REGISTRATION FEE PER PERSON

Price incl. conference both days,  
excursion with dinner Thursday,  
and lunch Friday.

Discount rate – Valid until July 11<sup>th</sup> 2002 (Total saving NOK 800,-)  
NOK **2800,-**

### PAYMENT (please indicate the method of payment with ✓)

Invoice  VISA  Master Card  Eurocard

Credit card number

Expiry date  /

Card's verification value,  
3 last digits on signature panel

Cardholder's name \_\_\_\_\_

**TOTAL in NOK**

Cardholder's signature \_\_\_\_\_

Personal, company och Euro cheques will not be accepted.

### ACCOMMODATION

**To be guaranteed a hotel room, please send your reservation before July 11<sup>th</sup> 2002.**

Accommodation reservation becomes valid after we have received your registration fee in full. Accommodation costs shall be paid at check-out directly to the hotel. Prices are per night per person, including breakfast.

Please tick ✓ Standard Single room  NOK 990,- Smaller Single room  NOK 730,- Standard Double room  NOK 595,-

Date of Arrival \_\_\_\_/\_\_\_\_02 Time\_\_\_\_:\_\_\_\_\_

Date of Departure \_\_\_\_/\_\_\_\_02 Time\_\_\_\_:\_\_\_\_\_

For double room, give name of your room mate:

\_\_\_\_\_

In case of "No-Show" the hotel has right to debit the first night from your creditcard.

Send this registration form by post or fax to:

FJELL OG FJORD KONFERANSER AS  
Nittedalsgt. 1A  
N-2000 Lillestrøm  
Fax +47 63 80 65 11  
Contact person: Renate Amundsen  
e-mail: renate@fjellogfjord-konferanser.no



# Welcome to Oslo

## – the Capital of Norway!

**Who is invited:** This is an international conference on IT in Public Transportation open to all public transport authorities and operators as well as all suppliers, consultants and researchers involved in the sector.

**Who should attend:** IT is getting more and more important to achieve fixed goals. Therefore one target group is persons working with product development, marketing and sales. The other group is persons working with development and operation of IT systems.

**Conference language:** English.

**Registration, accommodation:** Fjell og Fjord Konferanser AS  
Renate Amundsen  
Nittedalsgt 1 A  
2000 Lillestrøm – Norway  
e-mail: [renate@fjellogfjord-konferanser.no](mailto:renate@fjellogfjord-konferanser.no)  
phone + 47 63 806510, fax + 47 63 806511

**The city:** Oslo (population + 500 000) – the Capital of Norway is situated in the heart of Scandinavia, surrounded by magnificent scenery from fjord to the forested hills. Oslo is a city of growth and development whose pulsating centre has become a natural choice for many events and arrangements.

The centre of Oslo is small and compact, and most hotels, meeting facilities, shopping and entertainment areas are within walking distance.

People in Oslo are friendly, and they enjoy receiving visitors. Almost all Norwegians speak English, so communication is easy.

**How to get there:** There is easy access to Oslo by air. Major airlines like Scandinavian Airlines (SAS), Lufthansa, British Airways, Air France, KLM, ALITALIA and other carriers have daily non-stop flights from major cities in Europe. Oslo may be reached from all continents via Copenhagen, with departures for Oslo every hour. Our new international airport, Oslo Airport Gardermoen, opened in October 1998. It is one of the most modern airports in Europe, situated 50 kms from the city centre. An airport Express Train links the airport to the city centre and the conference venue in 19 minutes.

**Conference venue:** The conference will be held at Rainbow Hotel Opera, close to the Airport Express Train at the central station. Only 100 m from the main street Karl Johan and a plethora of shopping opportunities.

Public Transport, taxi, and a parking garage is available right outside the front door. Rainbow Hotel Opera, address: Christian Frederiks plass 5, N-0103 Oslo

**Hotels:** Rainbow Hotel Opera offer 434 well-equipped rooms of all categories, the majority providing a view either of the city or of the Oslo Fjord. We have been able to get some very favourable prices at the conference hotel, ref. prices on registration form. Our advice is therefore: fill out the accommodation part of the registration form and send it before July 11<sup>th</sup>. After this date, rooms at the conference hotel cannot be guaranteed.

There are several other hotels within walking distance from the conference venue: Clarion Hotel Royal Christiania, Rainbow Hotel Spectrum, Scandic Hotel Byporten, Rica Oslo Hotel.

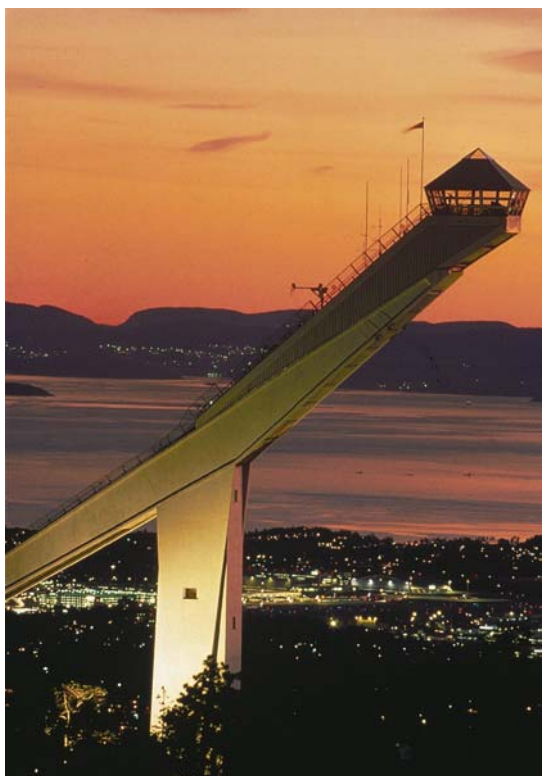
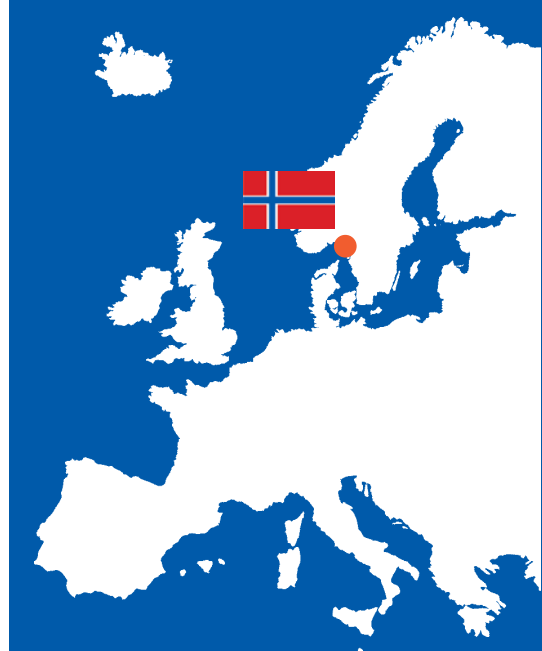


PHOTO: ESPEN BRATLIE, OSLO PROMOTION AS

**Evening programme (Thursday):** There will be a reception at Holmenkollen ski jump with its marvellous view of the City. After the reception, dinner will be held nearby at Holmenkollen Restaurant. Bus transport will be arranged from the conference hotel.

## Spend less money – and an extra day in the Viking Capital!

Make use of less expensive flights, stay in Oslo over Saturday night and spend a day in the Viking Capital. A visit to the Norwegian Folkmuseum, Viking Ship Museum or Vigeland Museum are just a few suggestions of what to do. How about a walk down Karl Johan – Oslo's parade street. At one end, the Royal Palace, at the other Oslo Central Railway station. On the way down from the Palace towards the station you pass institutions such as The University, The National Theatre, and Norway's Parliament Building – Stortinget. Together they form an exhibition of Norwegian architecture over the past 150 years. The service staff at the PT information centre Trafikanten – in front of the central station – will assist on information of what to do and how to get there during your stay.



PHOTO: NANCY BLINDT, OSLO PROMOTION AS


# This is InformNorden

A great deal is happening in the Nordic countries in terms of using information technology in Public Transportation, e.g. Realtime Passenger Information, Electronic Ticketing, Wireless Passenger Service, Geographical Information Systems, Databases & Communication Systems. Many organisations are thinking along these lines and would certainly benefit from making new contacts. Furthermore the sector has been encouraged in various ways to promote the way in which IT can contribute to developing Public Transport through cooperation, exchange of ideas, development of norms for various applications, etc.

This is the reason why the public transport authorities in the Scandinavian capitals Stockholm (Sweden), Copenhagen (Denmark), Helsinki (Finland) and Oslo (Norway), have formed the joint project InformNorden. The startup was manifested in a first conference which took place in Copenhagen, Denmark 1999.


InformNorden is run by a committee which carries out the preparatory work for conferences and other arrangements. A secretariat handles the membership register, invitations, documentation and other services.

## InformNorden Committee

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## Welcome to our website and The Open Mailbox!

The aim of InformNorden is to stimulate exchange of ideas so that we can learn from each other what is happening in IT in Public Transport. In order to make this possible on an everyday basis we recommend you to use The Open Mailbox on our website [www.informnorden.org](http://www.informnorden.org)

The Open Mailbox may be used for several purposes, such as:

- News about the use of IT in Your business or progress in Your projects.
- Sending a query to Your colleagues in the community to find out about similar experiences or just to get an opinion about a subject.
- News about the work in the work groups.
- Invitations to activities that may be of interest to the community.