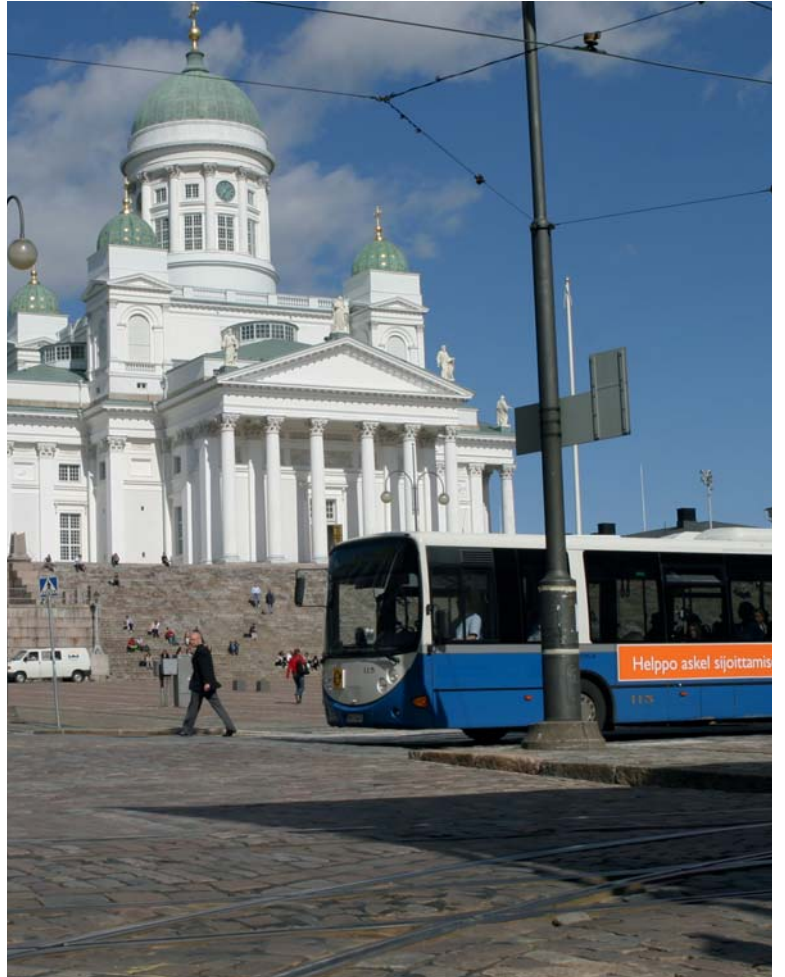


# The 10<sup>th</sup> International Conference **InformNorden**

**Live @ Urban IT**  
**Public Transport in Change**

**Helsinki 2008 Programme**

**3-5 September 2008**



# WELCOME TO HELSINKI!

InformNorden, an open community for people in the Nordic countries – Sweden, Denmark, Norway, Iceland and Finland – has this year its 10-year-anniversary conference. The success of InformNorden is based on interesting and compact annual conferences, where the latest development experiences of public transport IT-solutions are shared in a friendly atmosphere.

This year the conference has been named “Live @ Urban IT – Public Transport in change”. Many services that we have been dreaming of could today become true. Technology isn’t too big a barrier anymore. At the same time we have to stay calm and do the planning properly – no sustainable future can be made if we are tied to only few suppliers and their proprietary technology. Some very important issues are open interfaces and an encouraging attitude towards new technology developers.

The conference programme highlights five themes which handle the IT world of public transport from different aspects. The conference provides its participants a good overview of the latest technology as well as a look at important and innovative on-going projects in the Nordic countries. Speakers will summarise their experiences of various projects and products, and each speaker will lend his or her perspective on lessons learnt and how further cooperation can bring success.

InformNorden is now organising this tenth international conference. I’m very glad that Helsinki has been given the opportunity to be your host during these inspiring three days. On behalf of the Steering Committee of InformNorden and of Helsinki City Transport, it is my pleasure to welcome you to Helsinki.



Kerkko Vanhanen

Chairman  
InformNorden Steering Committee

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

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# PLACES and EVENTS

## WEDNESDAY 3<sup>RD</sup> SEPTEMBER

### 19.30 WELCOME RECEPTION

**Tram Museum of Helsinki / Korjaamo Culture Factory**  
Töölönkatu 51 b  
00250 Helsinki  
Tel. +358-20-7417 000

A Tram museum devoted to the Helsinki public transport is located at the city's oldest tram depot (from 1900). The recently modernised exhibition presents trams, objects and pictures as well as a traffic data bank. The Tram Museum tells about the history of public transport in Helsinki. Trams have been an essential feature of the streets of Helsinki for over a century, as regular traffic began in 1891. The first horse-drawn carriages travelled on the Kaivopuisto-Töölö and Lapinlahti-Sörnäinen routes. At the turn of the century the tram network was electrified. The museum has on show old trams, starting with the horse-drawn carriages. The exhibition also includes an open carriage which was very popular with the people of Helsinki in the summer heat. This tram was last used during the Olympic Games in 1952. The uniforms and accessories of drivers and conductors from different decades tell of the work they did. A labour shortage during the First World War brought women conductors on to the trams.

The premises of the Helsinki City Transport Department's predecessors, namely Helsingin Omnibus Oy and Helsingin Raitiotie- ja Omnibus Oy, were situated from 1888 in the Rosavilla or Ruusula villa area of Töölö. In the early days, this area was home to stables, a carriage shelter, a wash-house, an oil storage and a saddle workshop, which all served the needs of the horse-drawn tram services. The beginning of electric tram traffic saw the area change into a large, modern transport depot. The architect was Valdemar Aspelin. This brick structure with its shallow saddled roofs and simple ornamentation is typical of late-19th century industrial architecture. Originally there were doors at both ends of the building, so the trams could drive straight through. A farrier's workshop also operated in the building. The conversion of the tram hall into a museum began in the mid-1980s and the work was completed in 1992. In October 1993 the Helsinki City Transport Department transferred its museum collection to the Helsinki City Museum, and the Tram Museum was opened to the public.



## THURSDAY 4<sup>TH</sup> SEPTEMBER

### 19.30 BANQUET / OFFICIAL DINNER AND INFORMNORDEN IT AWARD CEREMONY

**RESTAURANT SIPULI,  
TALVIPUUTARHA (WINTER GARDEN)**

Kanavaranta 7  
00160 Helsinki  
Tel. +358-9-622 9280

Set in a restored red brick warehouse, Sipuli Restaurant has established itself as a classic Helsinki landmark for gourmards. Behind the restaurant is the Uspenski Cathedral which is the biggest Orthodox church in western Europe. Uspenski Cathedral was built in the Russian Byzantine style in 1862–1868. It was designed by Aleksei Gornostajev, and was styled after an old church built in the 16<sup>th</sup> century near Moscow in Russia.

You find your way to Restaurant Sipuli easily by foot or by tram number 4 or 4T.

Matti Tirri



**THURSDAY 4<sup>TH</sup> – FRIDAY 5<sup>TH</sup> SEPTEMBER**

## **10<sup>TH</sup> CONFERENCE 2008 AT PÖRSSITALO**

**08.30 REGISTRATION**

Fabianinkatu 14  
00100 Helsinki  
Tel. +358 9 622 6600  
[www.royalravintolat.com](http://www.royalravintolat.com)

Built in 1911 in the very heart of Helsinki, the Helsinki Stock Exchange building has a colourful history. Over the decades the majestic stone building has witnessed key moments in Finland's history and the development of the nation's business and restaurant culture.

In 1907, prominent merchants Julius Tallberg and Viktor Ek joined forces with a few fellow businessmen and bought a piece of land in Fabianinkatu Street to house the Helsinki Stock Exchange. Leading Finnish architect Lars Sonck was invited to design the building, which is now regarded as one of his finest works and one of the most impressive examples of Finland's 20th century Art Nouveau architecture.

In addition to the members-only Helsinki Bourse Club, the building has always housed other restaurants too. The first to open in 1911 was Grand Restaurant Börs or Pörssi – Finnish for Stock Exchange – to the locals. Over the years, Pörssi hosted hundreds of parties and special events. An interesting historical curiosity was the public party that took place in 1917 – on the eve of Finland's independence from Russia – to celebrate the return of a leader in the Finnish independence movement PE Svinhufvud from Siberia where he had been deported. The restaurant also catered for royal visitors and other highly esteemed guests. In 1925, the entire city went wild with excitement when King Gustavus V of Sweden paid a state visit to Finland. Hosted by President Lauri Kristian Relander, the visit was a major event and the venue for the official ball was – of course – Pörssi. High-society ladies had gowns made locally or even abroad especially for the event, and although there were not enough tickets for everyone, the ball was a success. The menu was the height of sophistication and the cream of Helsinki society danced until three o'clock in the morning.

Today, in the 21st century, Restaurant Pörssi cherishes the legacy of the magnificent Art Nouveau building that is now more than 90 years old.



# PROGRAMME

## WEDNESDAY 3<sup>RD</sup> SEPTEMBER

**19:30 WELCOME RECEPTION**  
Tram Museum of Helsinki  
Töölönkatu 51 b  
00250 Helsinki  
Tel. +358-20-7417 000

## THURSDAY 4<sup>TH</sup> SEPTEMBER

**08:30 REGISTRATION AND COFFEE, EXHIBITION OPENING**

**09:00 OPENING OF THE 10<sup>TH</sup> INFORMNORDEN  
INTERNATIONAL CONFERENCE 2008**

Welcome words from the local host  
Kerkko Vanhanen, Development Manager,  
Helsinki City Transport

Official opening  
Mayor of Helsinki Mr. Jussi Pajunen

Opening remarks from the moderator  
Magnus Arnström, Managing Director, Styrøbolaget,  
Veolia Transport, Sweden

### Session ONE Urban on-line life (9:15–11:15)

**09:15–9:40 1. Urban life style and on-line tracking –  
not only in PT**

An interesting application prototype  
developed in VTT about tracking friends  
and events on line in an urban environment.  
You need PT to get there!

*Speaker: Markus Tallgren,  
Technology Manager, VTT, Finland*

**9:40–10:05 2. Traveller Information in Nomadic Devices –  
Browser or Client? To Java or not to Java?**

PDA / Smart phones, ordinary and old  
phones as well as laptops on the way – many  
different devices for using public transport  
Real Time Information. How to build proper  
services?

*Speaker: Anna Caracolias, CEO, Adimo,  
Sweden*

**10:05–10:30 3. Interactive Voice Response – Integrated  
travel information on a multichannel  
platform**

Interaction Voice Response - Integrated travel  
information on a multichannel platform  
The Danish Rejseplanen has for several years  
provided door-to-door travel information on  
the internet, but is following a multichannel  
strategy with specific focus on mobility. The  
spoken travel planner, with full door-to-  
door coverage is a part of this and will be  
launched in 2008. The integration between  
this channel and the others is important to  
reach all user groups and provide a complete  
and mobile supported service, with for  
instance SMS travel plans etc.

*Speaker: Speaker: Niels Mortensen,  
Director of Rejseplanen A/S, Denmark  
Comment speaker: Juha Sylberg,  
Development manager, Finnish Federation  
of the Visually Impaired, Finland*

**10:30–10:55 4. Pop culture and virtual rooms alongside  
with PT**

Facebook, MSN, Google, Chat Robot etc. are  
virtual rooms which are very familiar to the  
most potential new public transport users:  
the youth. How does or should the PT sector  
be seen in those medias?

*Speaker: To be confirmed*

Session ONE discussion 10:55-11:15

### LUNCH 11:15–12:15

### Session TWO IT infrastructure and how to use it (12:15–14:00)

**12:15–12:40 5. Traffic Information using multi layer wireless  
technology – a cost benefit model**

Because of the ever growing need for  
communication to provide information  
services we have historically spent huge  
sums of money on cabling infrastructure.  
The use of wireless technology is becoming  
more widespread and the potential for  
its use in public transport is easy to see.  
From station platforms, foyers and multi  
modal interchanges the potential uses  
for passengers and station staff alike are  
numerous. Rail Net Denmark (Bane Denmark)  
have made a cost benefit model that looks at  
moving toward this technology.

*Speaker: Peter Sonne, Assistant Director,  
Traffic Planning, Bane DK, Denmark  
Comment speaker: Åke Lindström,  
Stockholm Transport SL, Sweden*

**12:40–13:05 6. Secure network infrastructure, internet and  
WiFi – architecture for a safe future**

Public transport information today is based  
increasingly on IP networks. The fundaments  
have to be set for a long term future  
development process.

*Speaker: Lauri Kangas,  
IT Planner, Helsinki City Transport, Finland*

**13:05–13:30 7. Communication – Inside, to and from  
vehicles – Manufacturer's point of view**

The bus manufacturers have finally  
understood their responsibility in making  
buses communicate with their surroundings.  
In a couple of months Scania plans to  
launch several new features, among them a  
communications platform inside the bus.

*Speaker: Kenneth Larsson, Scania, Sweden*

**13:30–13:55 8. Vehicle log on – a critical issue in ensuring high quality Real Time Passenger Information**

The Real Time Information System for buses and trams in the Oslo area (SIS) is based on positioning information from a fleet of more than 1050 vehicles. The system itself, and thus the passenger confidence in the RTPi-system, depends on a high log-on percentage. How to work with the operators, the authorities and the drivers in order to ensure that all vehicles are logged on?

*Speaker: Magne Bentzen, Project Manager, Trafikanten AS, Oslo, Norway*

Session TWO discussion 13:55–14:20

## COFFEE BREAK 14:20–14:50

### Session THREE Travel cards and ticketing (14:50–17:00)

**14:50–15:15 9. Check In Check Out – does it work in practice?**

In the Netherlands there will be a national smart card ticketing system, which calculates the fares based on the distance travelled in the PT vehicles. In some cities the system has already been taken into use. Openticketing has been one of the responsible parties in the project. How does Check In Check Out work in a real use environment?

*Speaker: Jochem Baud, Openticketing, NL*

**15:15–15:40 10. The possibilities of new smart card ticketing**

The on going development of fare collection technology continues to remove traditional constraints on fares and ticketing innovation and reform. Examples include the increasing cost effectiveness and practicality of (point-to-point) distance-based fares and replacing traditional product concepts by e-cash. Drawing in part on the results of a global survey conducted by the UITP Transport Economics Commission, this paper explores emerging policy trends in the smart card era and their implications for the future.

*Speaker: To be confirmed*

**15:40–16:05 11. NFC based services and ticketing in the public sector**

Near Field Communication (NFC) is a new, short-range wireless connectivity technology that evolved from a combination of existing contactless identification and interconnection technologies. Products with built-in NFC will dramatically simplify the way consumer devices interact with one another. The city of Oulu has been testing possible services with several pilot projects.

*Speaker: Janne Mustonen, Development Manager, City of Oulu, Finland*

**16:05–16:30 12. Unlocking savings in revenue collection at Transport for London TfL**

Oyster is a travel “smartcard” introduced by Transport for London (TfL) in 2003, for passengers to travel on the Tube, bus, DLR, tram and some national rail services in London. With the Oyster card a success, TfL is exploring opportunities for future customer benefits. However, the big strategic question that TfL is asking is a radical one: Do we really need tickets at all? Technological advances in credit and debit card technology, namely the contactless EMV standard, may make it possible for customers to purchase travel seamlessly in the same way that customers can buy a cup of coffee.

*Speaker: Brian Dobson, Technology & Systems Manager, Future Ticketing Project, TfL London, UK*

Session THREE discussion 16:30–17:00

**19:30– BANQUET / OFFICIAL DINNER AND INFORMNORDEN IT AWARD CEREMONY**  
Restaurant Sipuli,  
Talvipuutarha (Winter Garden)  
Kanavaranta 7  
00160 Helsinki  
Tel. +358-9-622 9280

## FRIDAY 5<sup>TH</sup> SEPTEMBER

### Session FOUR Efficient use of electronic information systems (9:00–11:00)

**09:00–9:25 13. How to make more return of your Intelligent Traffic Control System investment**

What is next, once you have an ITCS system in place and your first demands are up and running? How do you get the most out of your ITCS system and what role can an ITCS system perform within your organisation? Is it just another system or are you going to build your organization around it. Ideas, tips and tricks how to continue after the ITCS project is finished plus a view on the future place of ITCS systems within your core business.

*Speaker: Garro Wiersema, project manager & consultant, M-solutions, Netherlands*

**9:25–9:50 14. Data warehouse at Movia, Background and Opportunities**

In today's world Movia's engagement with Municipalities has changed towards a scenario where a major part is providing information and consulting services on public transport. New Operation Control and Ticketing systems are new information providers that are not designed to support this. This has created the need to create a common information platform using Business Intelligence Technology. Flavoured with the current merger of three transport authorities, a data warehouse

# PROGRAMME

is a quick win to gain insight about our information and the processes needed to produce information.

*Speaker: Eric Hvolby, IT Project Manager, Movia, Denmark*

**9:50–10:15 15. The Great Transport Data Challenge, Experiences from the UK**

The public transport sector has a strong role in the UK. With the help of new technologies more and more data should and will be collected. How to produce and handle the data flows, how to face the great transport data challenge?

*Speaker: Nick Illsley, Chief Executive, Transport Direct, UK*

**10:15–10:40 16. InformNorden 2007 IT Award Winner's presentation: NOPTIS – Nordic Public Transport Interface Standards**

Standard interfaces should be used as often as possible around the Nordic countries as well as in other parts of Europe. The better different software and hardware suppliers are able to put their services together, the more money can be saved and the less unnecessary working hours will be spent when integrating different systems.

*Speaker: Krister Nordland, Chef TrafikNära, Skånetrafiken, Sweden*

**Session FOUR discussion 10:40–11:00**

## COFFEE BREAK 11:00–11:30

### Session FIVE One source, hundreds of services (11:30–12:30)

**11:30–11:55 17. One Year with MEM, Mobile Experience Meeting – Expectations, Findings, and Further Procedures**

The MEM group was launched in 2007 as a working group focusing on the usage of mobile services in Public Transport with representatives from key PT companies in the Nordic countries as well as from Germany and Holland. What is the state of the art in mobile services in Northern Europe? The presentation will show the key findings, conclusions and challenges – what can be expected in the near future.

*Speaker: Alexander Pilz, Project Manager, department planning and marketing, Verkehrsverbund Berlin-Brandenburg, Germany*

**11:55–12:25 18. Nokia and Urban Personal Navigation – One source, hundreds of services**

Nokia has been working a lot on urban navigation. Public transport customers are very potential users of mobile navigation services. What are the future scenes; one source, hundreds of services?

*Speaker: Jukka Hosio, Head of Go to Market, context, advertising and emerging markets, Nokia, Finland*

**Session FIVE discussion 12:25–12:35**

**12:35 – 12:40 Next year InformNorden conference in Copenhagen 10–11 September 2009**

**12:40–12:45 Closing words**

## LUNCH 12:45–



# REGISTRATION

## REGISTRATION

Please register for the 10th InformNorden International Conference in Helsinki by going to the conference website [www.informnorden.org](http://www.informnorden.org) for online registration.

## REGISTRATION FEE

### PARTICIPANTS

Before 31 May	500 EUR / person
Standard fee 1 June – 1 August	600 EUR / person
Late fee from 2 August	700 EUR / person

Registration fee includes:

- admission to the conference
- participation at all presentations and exhibitions
- coffee breaks and lunches
- reception at the Tram Museum on 3rd September
- banquet and official dinner at Restaurant Sipuli on 4th September
- travel card covering public transport in the city of Helsinki during the conference.

### ACCOMPANYING PERSON

Standard fee	120 EUR / person
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Fee includes:

- reception at the Tram Museum on 3rd September
- banquet and official dinner at Restaurant Sipuli on 4th September
- travel card covering public transport in the city of Helsinki during the conference.

## HOTEL ACCOMMODATION

Four star hotels in the City of Helsinki have been reserved for the conference participants.

Rooms will be allocated on a first come – first served basis. Telephone requests cannot be accepted. Please note that we reserve rights to book another hotel if the desired one is booked out. Rooms can be guaranteed until 2nd August.

All reservations are handled by L.R. International Ltd. Please do not contact the hotel directly.

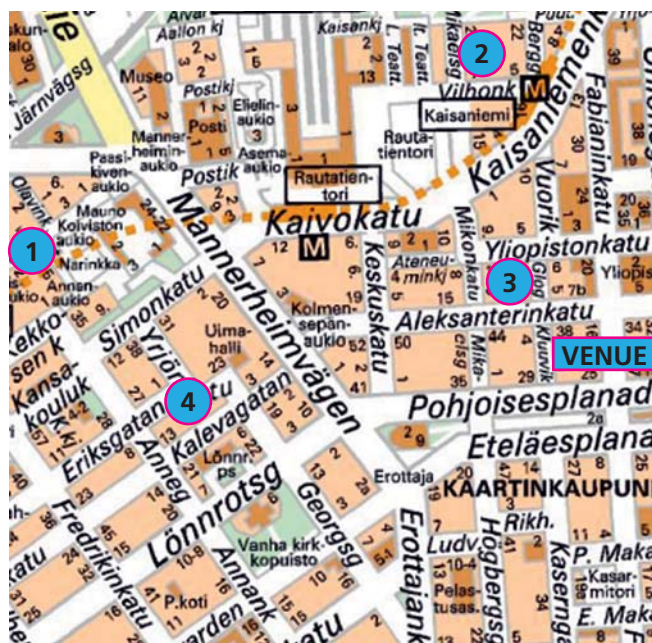
Possible changes and cancellations must be made by e-mail to [laura.elovainio@Lrint.com](mailto:laura.elovainio@Lrint.com). The hotel reserves the right to charge you for all nights reserved and guaranteed on this registration form, should you check out before departure date or in case of no-show.

Upon receipt of the payment, a confirmation will be issued and sent by email.

Rates are in EUR per night including breakfast, service charge and VAT.

	Single room	Double room
<b>1. Radisson SAS Royal Hotel</b> (Runeberginkatu 2)	140,00 EUR	160,00 EUR
<b>2. Radisson SAS Plaza Hotel</b> (Mikonkatu 23)	144,00 EUR	166,00 EUR
<b>3. Sokos Hotel Helsinki</b> (Kluuvikatu 8)	153,00 EUR	173,00 EUR
<b>4. Sokos Hotel Torni</b> (Yrjönkatu 26)	171,00 EUR	191,00 EUR

All hotel rooms have a private bath/shower, telephone, television and pay-TV. The hotels are all situated in the city centre of Helsinki, close to Pörssitalo.



## PAYMENT DETAILS

Payment of registration fee and hotel should be made in advance. The payment in EUR can be made by Credit Card (VISA, Mastercard, Eurocard) or Invoice. An additional credit card fee / invoicing fee 7,00 EUR will be added to the total amount. See details on [www.informnorden.org](http://www.informnorden.org) where you may register online or download a registration form.

## CONFERENCE ORGANISER

L.R. International Oy Ltd has been appointed the official conference organizer for this event. All enquiries regarding registration and accommodation will be handled by the organiser.

L.R. INTERNATIONAL OY  
Mäkelänkatu 2 B  
FIN-00500 Helsinki  
Finland  
Telephone: +358 9 5846 9800  
Telefax: +358 9 5846 9880  
E-mail: [laura.elovainio@Lrint.com](mailto:laura.elovainio@Lrint.com)

Notice of cancellation of registration / accommodation must be received in writing on before 22nd August. An administration charge of 75,00 EUR will be payable. All refunds will be processed after the conference.

## VENUE

The 10th InformNorden International Conference will be held in Helsinki at Pörssitalo (Stock Exchange building) on 4–5 September 2008. Welcome Reception at the Tram Museum on 3rd September. Banquet and official dinner at Restaurant Sipuli, Winter Garden, on 4th September.

The address of the conference venue is:  
Pörssitalo  
Fabianinkatu 14, 00100 Helsinki

The technical exhibition will be held in direct connection with the conference. The official language of the conference is English – no simultaneous translation will be provided. 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.

# HOW TO GET THERE

## VISITING HELSINKI

Helsinki is the capital and largest city of Finland. It is in the southern part of Finland, on the shore of the Gulf of Finland by the Baltic Sea. The population of the city of Helsinki is 568 000, in the metropolitan area over 1 million.

Helsinki is Finland's administrative center and the center of Finnish cultural life and business activity. There is a large and varied collection of museums, galleries, and performance spaces in the city. Helsinki is a pocket-sized metropolis, and most of the hotels, shopping and entertainment areas are within walking distance and getting around town is easy.

A simple and affordable way to see Helsinki's sights is to hop aboard the 3T tram. You can get off the tram at any stop, or you can do the whole loop in around one hour.



## HOW TO REACH HELSINKI

**By Air:** Helsinki-Vantaa Airport provides direct scheduled connections to over 90 international destinations Worldwide. Over 160 scheduled flights arrive to Helsinki every day. The most frequent flights are operated by Finnair and SAS/Blue1.

**By Water:** Finland is easy to reach by sea from Sweden, Estonia and Germany throughout the year.

**By Rail:** There are three daily trains between Finland and Russia.

## HELSINKI-VANTAA AIRPORT

Helsinki-Vantaa Airport provides direct connections to 13 long haul destination in Asia and North America. All scheduled flights to/from Helsinki are available from the Helsinki-Vantaa Airport travel planner service.

## BUS CONNECTIONS FROM/TO HELSINKI-VANTAA AIRPORT

There is a **Finnair City Bus** from Helsinki airport to downtown. Bus stops are situated in front of the International Terminal and the Domestic Terminal. In downtown bus stops are in Elielinaukio (next to the Railway station). Estimated travel time is **35 minutes** (cost 5,20 EUR).

From/to by Helsinki City buses 615, 615T (cost 3,80 EUR).

Bus 615, 615T

- from the Airport International Terminal platform 21
- from Helsinki Rautatienatori platform 5 (next to the Railway station)
- estimated travel time 40 minutes.

## TAXI

The taxi journey from the airport to the centre of Helsinki takes nearly half an hour and costs approximately 30 EUR.

There are taxi stations right outside the Arrivals Halls of the Domestic and International Terminals. Service desks for the taxi operators can be found at Arrivals halls 1 and 2.

## INTERNET:

### ALL WHAT HAPPENS IN HELSINKI

Helsinki EXPERT

[http://www.helsinkiexpert.fi/index\\_english.html](http://www.helsinkiexpert.fi/index_english.html)

### PUBLIC TRANSPORT

Journey planner:

FULL VERSION

[www.ytv.fi/journeyplanner](http://www.ytv.fi/journeyplanner)

MOBILE

<http://aikataulut.ytv.fi/reittiopas-pda/en/>

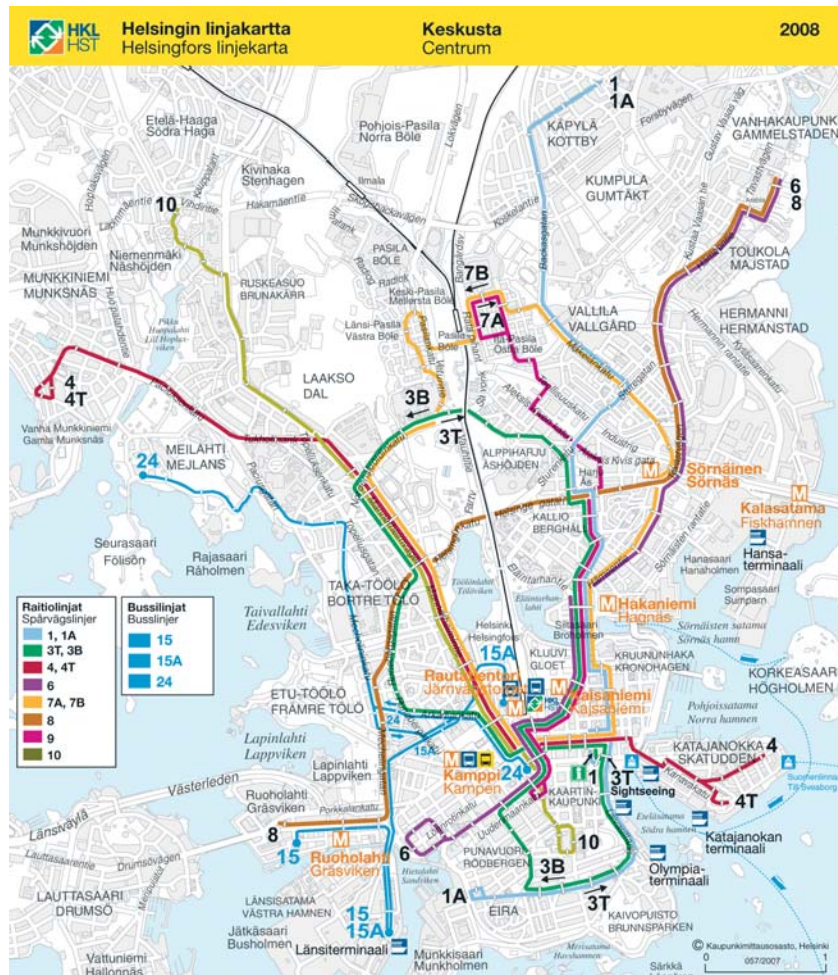
My Departures – timetable service:  
(only in Finnish and Swedish)

FULL VERSION

[www.omatlahdot.fi](http://www.omatlahdot.fi)

MOBILE

[www.omatlahdot.fi/mobile](http://www.omatlahdot.fi/mobile)



The 10<sup>th</sup> International Conference

[InformNorden](#)

Live @ Urban IT

Public Transport in Change

[Helsinki 2008 Programme](#)

3-5 September 2008

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