

TIME IS  
ALWAYS  
NOW



Programme

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The 11<sup>th</sup> International **InformNorden** Conference  
9<sup>th</sup> - 11<sup>th</sup> September 2009 – Copenhagen, Denmark



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# Welcome to Copenhagen!

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Mogens Buch Larsen  
Chairman

It is a great pleasure for me to present the programme of the 11th InformNorden international IT conference. It will take place in Copenhagen organized by the Danish public transport authority, Movia.

At the end of this year an international climate conference will be held in Copenhagen with around 15.000 delegates, and naturally the Danish public transport organisations will contribute to this event regarding the issues we face environmentally. However, nothing comes automatically.

We do not intend to sit waiting for people to board our buses and trains – we have greater ambitions. **We want to meet our customers, to assist them find their way through the public transport system in order to optimize this way of travelling.**

We want to improve the public transport and here the IT technology is very important. Real-time information, smart cards and mobile devices are important inventions and only imagination puts limits to the services we can offer based on these technologies.

To put the conference delegates in the right mood for the conference we will start up with a “battle” between two “old public transport warriors” who will each tell their story about the development of customer information. We shall learn, too, where the future will bring us or alternatively where we will bring the future.

The public transport organisations are seriously engaged in creating new services for customer information. The backbone of the programme is the plans that the organisations have with the new services and the status of real-time information on mobile devices, and electronic ticketing.

This year we shall go “back to basis”. We attach great importance to sharing of experience, and more speakers will inform about their personal view and hopefully their personal opinion and experience.

At the end of the conference we shall have a session where the BEST collaboration will be presented. BEST is a fine example of how benchmarking within public transport is systematized and professionally handled. We shall learn how we can benefit from this initiative and approach.

## INFORMNORDEN STEERING COMMITTEE



**Denmark**  
Mogens Buch-Larsen

Movia Public Transport  
mbl@movia.dk  
Phone: +45 36 13 16 10



**Finland**  
Kerkko Vanhanen

Helsinki City Transport (HKL)  
kerkko.vanhanen@hel.fi  
Phone: +358 9 310 22000



**Iceland**  
Hördur Gislason

Greater Reykjavik Transport (Straetó)  
hg@straeto.is  
Phone: +354 540 2700



**Norway**  
Jarl Eliassen

Trafikanten AS, Oslo Norway  
jarl.eliassen@trafikanten.no  
Phone: +47 22 05 70 00



**Sweden**  
Åke Lindström

AB Stockholms Lokaltrafik  
ake.lindstrom@sl.se  
Phone: +46 8 686 15 14

### Secretary General

Anders Kåbjörn (Sweden)  
anders.kabjorn@tele2.se  
Phone: 46 301 32 066

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# Conference – the idea

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Photo kindly lent by artandphoto.dk

*Working with real-time also offers new dimensions to time  
– and it gives you back the freedom of time.*

**Welcome to Copenhagen – to Axelborg, to The Tivoli Gardens and to The City Council of Copenhagen.**

## **WEDNESDAY 9<sup>th</sup> SEPTEMBER**

19:00 Welcome Reception at Movia's Headquarter

Toftegårds Plads  
Gl. Køge Landevej 3  
2500 Valby



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# Places and Events

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## THURSDAY 10<sup>th</sup> SEPTEMBER

### 11<sup>th</sup> CONFERENCE 2009 AT AXELBORG

A trade exhibition will be part of the InformNorden 2009 Conference. The trade exhibition is located at the first floor in areas directly connected to the meeting room. A number of very interesting suppliers will be presented.

08:30 Registration  
Axelborg  
Vesterbrogade 4A  
1620 Copenhagen V

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

19:00 Conference Dinner in Tivoli Concert Hall

The present Concert Hall was built in 1956 in a modern Tivoli style, designed by Frits Schlegel and Hans Hansen. In 2005 the hall was refurbished extensively, adding new buildings and better facilities for both the public and the performers. The Rotunda building was added in 2005. It serves as main entrance to the Concert Hall and houses a cafe and several bars.

One level below ground level you'll find the Aquarium Foyer with Europe's longest salt water aquarium and 1500 tropical fish and sharks.



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# Places and Events

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**FRIDAY 11<sup>th</sup> September, 2009**

12:30 Buffet at the Copenhagen City Hall

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

## Copenhagen City Hall



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# Programme

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## WEDNESDAY 9<sup>TH</sup> SEPTEMBER, 2009

19:00 Welcome Reception at Movia's Headquarter

Toftegaards Plads  
Gl. Køge Landevej 3  
2500 Valby



Welcome speech by *Dorthe Nøhr Pedersen* CEO, Movia, Denmark

## THURSDAY 10<sup>TH</sup> SEPTEMBER, 2009

08:30 Registration and coffee

09:00 Opening of the Exhibition

09:30 Opening of the 11<sup>th</sup> InformNorden International Conference 2009.

### Welcome Words from the Local Host

*Mogens Buch-Larsen*, Director Administration, Movia, Denmark

### Official Opening

*Klaus Bondam*, Mayor for the Technical and Environmental Administration Copenhagen City, Denmark

### Opening Remarks by the Moderator

*Magnus Arnström*, Managing Director, Styrøbolaget, Veolia Transport, Sweden



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# Session One

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## The past and the future 9:45 – 12:00

This session is dominated by personal experiences within the technological areas of public transport. We shall have a look at the past and at the developments up till now. Besides we shall be given a cautious look into the future, although the financial crisis has actualised the saying from an Old Danish wise man – Storm P – who said: “the hardest thing to foresee is the future”.

### 9:45 – 10:15 Award Winner 2008 – A Historical View of the IT Development within Public Transport

To benefit most from IT requires a vision, a strong commitment from the management, a lot of persistence and a good deal of patience. IT solutions have matured over the years, and what will that mean to IT applications in public transport in the future?

*Speaker:* Johannes Sloth, Former CEO, Movia, Denmark

### 10:15 – 10:45 The Attractive Public Transport – My Way

Reflections from a long life in public transport. Dynamic Traffic information was “love at first sight” and like in real life there have been moments of disappointments, great expectations and happiness. May a happy ending be disclosed?

*Speaker:* Magnus Arnström, VD Styröbolaget, Sweden

## 10:45 – 11:15 Mobile Marketing

Mobile Marketing is already today very important for DSB S-tog in marketing their services. The importance will increase in the future as mobile marketing becomes the most important channel to interact with new and existing customers and obtain customer insight which will determine the product and services of the future.

*Speaker:* Nicklas Marshall, Sales Director DSB, Denmark

## 11:15– 11:45 The Future – The New Generation

The new generation has been brought up with new technology and with great expectations within this area. The conference theme “time is always now” tells the story of the new generation that expects up to date information - right here and right now. The public transport companies are in a good position to meet their expectations by offering real-time service and services on a variety of channels, including mobile phones. However, where are we heading? We will have an educated guess of how the future service will look alike in public transport.

*Speaker:* Anna Caracolis, CEO, Adimo, Sweden  
Åke Lindström, business consultant SL, Sweden

## Session ONE discussion 11:45 – 12:00

## 12:00 – 13:00 LUNCH



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# Session Two

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## ITS strategies for the future 13:00 – 15:00

Everybody within public transport business works hard to benefit from the technological developments in order to make public transport more effective and user friendly.

In this session examples will be given of how the companies are dealing with the development on a number of strategic issues. The issues range from how we do manage the systems and infrastructure, and to the services we will provide to the customers. The wind of changing is blowing, and we see many possibilities of making new friends and partners. Especially the telecommunication sector is very interesting for public transport.

### 13:00 – 13:25 An Open World – And What is the Consequence for Journey Planning

The presentation will focus on integrated development of the Helsinki multimodal journey planning services. A new challenge is the integration with personal navigation on mobile devices. Journey planning's reliability can be improved by using real-time delays and cancellations from operational systems.

*Speaker:* Kimmo Sinisalo,  
Helsinki Metropolitan Area Council,  
Finland

### 13:25 – 13:50 From the Garage to the Customers

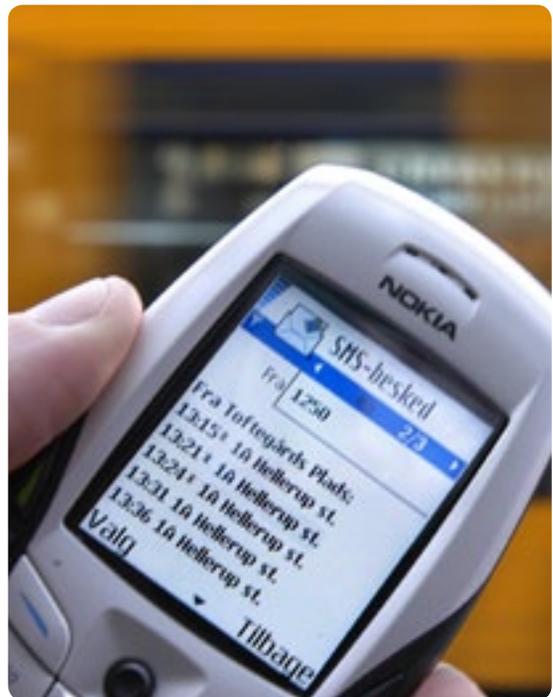
How to use external developers to create a service portfolio? By giving access to data via web services external developers can create interesting innovations at low costs for the iPhone, mobile phones and gadgets. By doing this it will be possible to create a service portfolio for a larger range of mobile phones and gadgets, and in this way increase the use of real-time data on different platforms.

*Speaker:* Bent Flyen, Trafikanten, Norway

### 13:50 – 14:15 Public Transport in the Telecom Value Chain

Service providers and the telecom industry; how can the service provider have impact on prices, volumes and quality of services in a world dominated by the telecom providers?

The expectations of the industrial market are very different to that of voice. A company going to market with a voice based solution may decide after six months of Inactive SIMs, set up issues and costs, and inaccurate



billing that mobile 'isn't ready'. Specialist Service Providers, with focus on 'zero failure', appropriate billing, and engineering support do make a difference in the successful roll out of an application or product.

*Speaker:* Doug Gilmour Sales  
and Marketing Director Mobius  
Networks Limited, United Kingdom

### 14:15 – 14:40 Attracting Customers through Digital Information Services

Attracting new and retaining existing customers is often a question of removing barriers. Therefore the goal is to keep it easy, simple and safe to use public transport. Digital information services may help to remove and overcome some of these barriers both before and during the trip. The presentation will focus on digital information services at a strategic level and it will demonstrate some of our customer services.

*Speaker:* Charlotte Kjærsgaard Nielsen,  
Marketing consultant, Movia, Denmark

## Session TWO discussion: 14:40-15:00

### 15:00 – 15:30 COFFEE BREAK

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# Session Three

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## **Real-time information offers new dimensions to travel information** **15:30 – 17:20**

This session will focus on the use of real-time information in public transport. Real-time information in public transport is widespread, and a number of customer services are based on real-time or semireal-time information. There are several ways of using this information on different channels and in different services, and it seems like there is still no “right way” of using real-time. An overview will be given of the use of real-time information across Europe, and more detailed user cases will be described.

### **15:30 – 16:10 Real-time Information – State of The Art, and Reflections on the Use of Different Channels and Platforms**

Real-time is no longer a new feature in public transport - most Public Transport Operators have implemented this as a part of the traffic information to their customers. However, which platforms and channels are suitable for which kind of real-time information? - How can it be communicated in a language that the customer understands, and how does the customer perceive this information?

Many traffic organisations across Europe work with real-time, and they have different ways to present this to the customers. A “state of the art” in this area will be given, with examples from real life. Emphasis will be laid on travel planners.

Turning to Denmark – “Rejseplanen” has only taken the first steps on the real-time path, but has already learned some lessons from cross platform / cross channel real-time information, and this presentation will pass on these experiences and give an outline of some of the challenges to come.

*Speaker:* *Birgitte Lomholt Woolridge,*  
Rejseplanen A/S, Denmark  
*Jonas Ask Homaa,*  
Rejseplanen A/S, Denmark

### **16:10 – 16:35 Real-time Information and Location Based Services.**

Real-time information is coming fast. It is, however, an open question how we shall use it in all our services within public transport. Transport Direct is a very successful multimodal travel planner in the UK. Transport Direct is also working with real-time information, and they see new opportunities in location and location-based services together with emerging possibilities from the interpretation of sensor and network condition information to inform travel decisions and update travellers in real time.

*Speaker:* *Nick Illsley,* Chief Executive,  
Transport Direct, United Kingdom

### **16:35 – 17:00 New Solutions for Onboard Infotainment**

Helsinki City Transport’s new tailored information maintenance system allows online content updates to all stationary and moving displays. The system is webbased and lets different user groups maintain individually their own content in every display. The infotainment may be position related and shown on different type of displays. New 20-inch display will be installed in all Helsinki’s trams during the year of 2009.

*Speakers:* *Kerkko Vanhanen,* Development  
Manager Helsinki City Transport, Finland

### **Session THREE discussion 17:00 – 17:20**

**19:00 Official Dinner and InformNorden  
IT-award Ceremony in Tivoli**



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# Session Four

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Friday 11th September – Axelborg continued

## Smart Card status from customers point of view 9:00 – 11:45

The Smart Card or the e-ticketing systems has been underway for a long time – in the Nordic Countries. It seems like the projects are now under control, and the systems are on their way to the users. In this session the Smart Card projects will be described on a number of common parameters in order to compare the efforts and the results. The common structure will be status of the project, lessons learned, major challenges, greatest positive impact, customer reactions and business cases. The speeches will be given in a straight forward manner, with emphasis on the real lessons learned.

### 09:00 – 09:25 Smart Card Denmark

In Denmark the Smart Card is a nation wide card with the goal of making it easy to use public transport. Everybody should have a Smart Card in their pocket - ready to go with Public Transport. The tariffs should be fair and easy to communicate and understand. The roll out starts in the southern and western part of Zealand, continues to Copenhagen, and goes west to Jutland. It is a major project involving hardware, installation and software on a number of different public transport modes.

*Speaker:* Henrik Skov Nielsen,  
Project Manager, Movia, Denmark

### 09:25 – 09:50 Smart Card in Oslo City

Oslo has been through a tough time with their Travel Card projects. They started with three systems, now there are two. The complexity in the overall project is immense, and many parties and interfaces are involved. In this speech the Oslo City part of the Oslo Travel Card Scheme will be addressed. The project was nearly a failure, but a significant effort made by the project team turned things around. The story of what happened and what was done will be told.

*Speaker:* Thorbjørn Thoresen, Vice President,  
KTP AS Norway

### 09:50 – 10:15 The progress and future of the Nationwide Travel Card in the Netherlands

After a slow start, the roll out of the Dutch travel card has picked up considerable momentum in 2009. Despite the Mifare hack in 2008, the ease of use of the card and a genuine open and competitive market has led to positive feed-back from the travellers and trans-



port organisations respectively. Trans Link Systems has started to collaborate actively with sister schemes to be ready for the future: commercially as well as security related.

*Speakers:* Bas van Os,  
Trans Link Systems B.V., Holland  
Jochem Baud,  
Trans Link Systems B.V., Holland

### 10:15 – 10:40 COFFEE BREAK

### 10:40 – 11:05 From First to Second Generation Smart Card Ticketing – Experiences from Finland

Helsinki Metropolitan Area is renewing its travel card and ticketing system by the year 2014. The existing system with contact less smart cards has been in use from the year 2000. The new system will cover 14 municipalities instead of the old six ones. Distance based tariff for single trip travellers is an option. The presentation gives a quick overview of the smart card status also in some other Finnish cities. A lot of valuable experience from the old systems will be used when creating the new ones.

*Speaker:* Veli Heikkinen,  
Helsinki Metropolitan Area Council,  
Director of the travel card and ticketing system project, Finland

### 11:05 – 11:30 Travel Card in Stockholm

The Travel Card Project in Stockholm has been reorganised and shows real progress. The reasons for the reorganising and the outcome will be informed. The challenges with the “new” project as well as the current status and plans for the project will be given

*Speaker:* Henrik Virro,  
Project Manager, SL Access, Sweden

### Session FOUR discussion 11:30 – 11:45

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# Session Five

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## Best practice

BEST is a good example of how learning from “best practice” can be systematized and used for sharing experiences. The BEST concept will be described, and examples of how BEST are working, and how the results are used will be given.

### 11.30 – 12:00 Benchmarking in Public Transport – How to find the BEST practice

For more than 8 years several European cities have carried out comparative assessments of how citizens’ perceive public transport services in their city. How can benchmarking lead us to improvement of our services? Hear more about BEST – Benchmarking European Service of public Transport.

*Speaker:*        *Tore Kåss,*  
                         Planning director, Ruter AS Oslo, Norway

### 12:00 – 12:05 Next Year Conference in Reykjavik 2010

### 12:05 – 12:10 Closing words



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# Departure to the City Hall

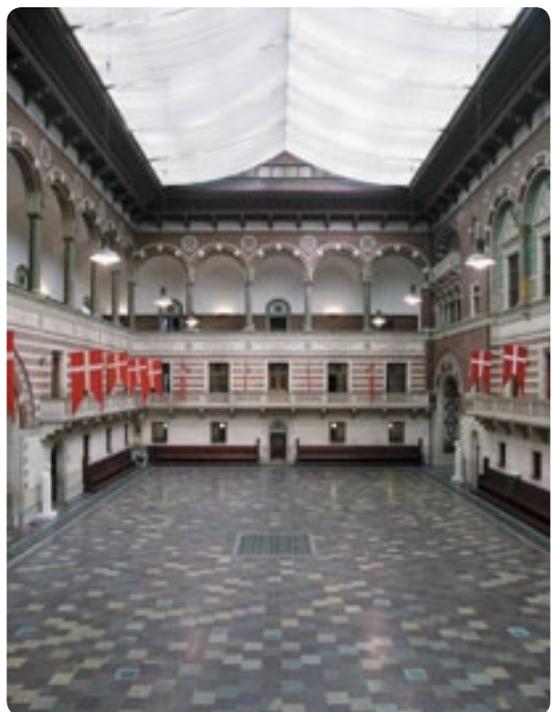
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Welcomes at the City Hall of Copenhagen

*Speaker:*        *Klaus Bondam,*  
                         Mayor for the Technical and Environmental Administration Copenhagen City, Denmark

### LUNCH        12:30 – 13:30

Buffet at the Copenhagen City Hall.



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# General information

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## 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 centre in walking distance to all the official hotels of the Conference, the Tivoli Gardens and the Town Hall.

Axelborg  
Vesterbrogade 4A  
1620 Copenhagen V

## Conference Secretariat

InformNorden  
c/o DIS Congress Service  
Herlev Ringvej 2C. DK-2730 Herlev  
Denmark  
Telephone: +45 4492 4492  
Telefax: +45 4492 5050  
E-mail: [informnorden@discongress.com](mailto:informnorden@discongress.com)

## Registration/Hospitality desk – opening hours during the conference

Wednesday, 9<sup>th</sup> September 19:00-21:00 hrs.  
Thursday, 10<sup>th</sup> September 08:00-17:00 hrs.

## Name Badges

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

## Registration

Please register for the 11th InformNorden International Conference in Copenhagen by going to the conference website [www.informnorden.org](http://www.informnorden.org) for online registration.

## Registration fees

Participants:  
Before 31 May DKR 4.500 (EUR 600)  
Standard fee 1 June – 1 August DKR 4.875 (EUR 650)  
Late fee from 2 August DKR 6.000 (EUR 800)  
Accompanying person (spouse) DKR 1.300 (EUR 175)

Please note that VAT is not added on conference payments in Denmark, and therefore is not deductible.

## The following items are included in the participant fee

Welcome reception 9<sup>th</sup> September, Conference Dinner 10<sup>th</sup> September and buffet 11<sup>th</sup> September. Attendance at all sessions, lunches, coffee/tea breaks during the conference. Entrance to the Tivoli Gardens during the conference period and Travel Pass for Public Transport in Copenhagen.

## The following items are included in the accompanying person fee

Welcome reception 9<sup>th</sup> September and Conference Dinner on 10<sup>th</sup> September and buffet in the City Hall on 11<sup>th</sup> September.

## On-site Registration

Registration **made later than 7<sup>th</sup> September** will be considered as on-site registration and consequently minor delays at the registration desk, in connection with issuing of documentation and settlement of accounts, must be anticipated.

## Final Registration

Participants must register at the Registration Desk at Axelborg upon arrival at the Conference. Please remember to bring your confirmation of participation.

## Payment

Payment must be made in Danish Kroner (DKK) to the order of InformNorden, c/o DIS Congress Service and remitted as follows:

- By **bank transfer** to account No. **4180- 4180 741 712 – IBAN No. DK10 30004180741712**, Swift code: **DABADKKK** in Danske Bank, Frederiksberggade 1, DK-1012 Copenhagen K, Denmark.
- By electronic invoice (**only for Danish delegates**). På grund af den lange ekspeditionstid for EAN-fakturaer, er denne betalingsmåde ikke mulig senere end 30 dage før konference start.
- by charging your **Credit Card**



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# General information

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**IMPORTANT:** Please remember to state InformNorden and participant's name on all money transfers to the Conference Secretariat.

**If you have made a late payment, please bring copy of payment to the congress.**

## Terms and conditions

### Confirmation

It is your personal responsibility that all details such as address, booked events, number of tickets, hotel reservation, date of arrival and departure, etc. are in accordance with your wishes. We therefore strongly recommend that you carefully read and check the letter of confirmation of registration in order to avoid mistakes. In the event of any errors in the confirmed, please contact DIS Congress Service in writing immediately.

### Accommodation

#### Reservation

In order to secure an accommodation suiting your needs and wishes, you are encouraged to book as soon as possible. If you require a triple bedroom, please contact DIS Congress Service in writing, stating all names and arrival and departure dates.

Participants who want to book hotel accommodation should indicate the preferred hotel on the hotel reservation form. Reservations will only be guaranteed after the deposit has been received. Please note that reservations are made on a first-come-first-served basis at the time of receipt of deposit payment (per room) by the Conference Secretariat. If the Hotel of your choice is not available at the time of booking, the closest alternative will be allocated.

#### Hotels available are:

##### Imperial Hotel\*\*\*\*

Imperial Hotel is a dynamic 4 star hotel with the utmost in classic Danish design and modern architecture it exudes a special elegance and atmosphere. With only a few minutes by foot to the central station and the town hall square the hotel is located in the heart of Copenhagen. In the spring of 2006 the hotel was totally renovated. All 214 rooms got a new bedroom and bathroom, and both the lobby and restaurant was modernised.

*Single DKK 1,290 per night*

*Double DKK 1,420 per night*



##### Norlandia Mercur Hotel \*\*\*

Norlandia Mercur Hotel is located in the heart of Copenhagen, only a few minutes walk from Tivoli Gardens, the Town Hall square, the pedestrian street, Strøget and the Central Station. The hotel has 108 rooms and one exclusive suite. All rooms have bathroom with shower/bath. All rooms are equipped with telephone and television. The restaurant serves a large Scandinavian breakfast buffet. As the only hotel in Copenhagen the hotel has an outdoor tennis court available to the guests at a small fee. Non-smoking rooms are offered.

*Single DKK 1,050 per night*

*Double DKK 1,050 per night*

#### Deposit, cancellation and changes

Reservations of hotel rooms must be backed up by a deposit payment.

The deposit serves as a guarantee to the hotel for the first night and will be deducted from the participants' hotel bill upon check-out.

In case of cancellation or changes: Before 20<sup>th</sup> July, 2009 the deposit will be refunded - less a hotel-processing fee of DKK 400; after 20<sup>th</sup> July, 2009 no refund of hotel deposit will be made. Please note that all hotels are legally authorised to charge the entire stay as booked by the customer also in case of no-show. All changes **must be made to DIS Congress Service in writing and not to the hotel.**

#### Contact addresses of Youth Hostels:

- 1) Danhostel Copenhagen City, H.C. Andersens Boulevard 50, DK1553 Copenhagen V  
Phone: +45 33 18 8332  
[www.danhostel.dk](http://www.danhostel.dk)
- 2) Danhostel Copenhagen Amager, Vejlandsallé 200, DK-2300 Copenhagen S  
Phone: +45 32 52 29 08
- 3) Danhostel Copenhagen Bellahøj, Herbergsvejen 8, DK-2700 Brønshøj  
Phone: +45 38 89 02 10

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# General information

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## Useful information

### Visa

The entry formalities for the Kingdom of Denmark vary according to the country of origin. Congress delegates are asked to address enquiries about entry and vaccination requirements to the travel agent or to the local Royal Danish Embassy / Consulate / Representation in the home country. Further information can be obtained on [www.um.dk/en](http://www.um.dk/en)

### Local Transportation

Public Transport from Copenhagen Airport offers you a direct journey to the city centre of Copenhagen. Please check [www.rejseplanen.dk](http://www.rejseplanen.dk) for further information.

A taxi from Copenhagen Airport to the city centre is approximately DKK 250 (no extra charges for suitcases).

### 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.

### Liability and Insurance

Neither the Organisers (Movia) nor the Conference Secretariat will assume any responsibility whatsoever for damage or injury to persons or property during the Conference.

Participants are recommended to arrange for their personal travel and health insurance.

### Climate

The weather in Denmark in September is normally very pleasant, usually sunny. However, on occasion an umbrella may be useful. Daytime average temperature is around 18°C, evening temperature around 10°C. For any further information please see: [www.dmi.dk](http://www.dmi.dk)

### Banks

Normal banking hours are from 10:00 to 16:00 hrs. Monday to Friday. On Thursday banking hours are extended to 18:00 hrs. Extended banking facilities are available at Copenhagen Central Railway Station 7 days/week between 07:00 and 21:00 hrs. There are ATMs usually located in connection with a bank branch, which accept a variety of international credit cards. The cards accepted are indicated on the dispenser.

### Shops

The shops are open from 09:30/10:00 to 18:00/19:00 hrs. Monday through Thursday and 09:30/10:00 to 20:00 on Friday and 09:00 to 17:00 on Saturday/Sunday.

### Tips

Tips are always included in the prices given in taxis and restaurants.

### Electricity

Electricity is supplied at 230 volts A/C, 50 Hz cycle.

### Emergency Services

Police - Ambulance - Fire Brigade \* Dial 112

### Changes

The Organisers reserve the right to adjust or change the programme as necessary.

For further information about Copenhagen, please visit [www.aok.dk](http://www.aok.dk) or [www.woco.dk](http://www.woco.dk)

# InformNorden

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## Sponsors & Exhibitors

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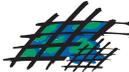
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