

InformNorden
Sweden **Malmö**
7-9th Sep 2011

making order out of chaos



WELCOME TO MALMÖ!

It is a great pleasure for me to present the programme of the 13th InformNorden international IT conference. The event will for the first time take place in Malmö, a city with so many interesting things to offer besides the actual conference. This year public transport in Malmö and Scania will really get a big boost with the help of the “Citytunnel” for the trains under central Malmö and the introduction of new modern local trains, Pågatågen in Scania. The city tunnel saves time for people travelling to central Malmö or across to Copenhagen. Both the new Citytunnel stations Malmö C, Triangeln and Hyllie and the new Pågatåg are equipped with exciting services like Infotainment giving travellers both travel information and news, sports and weather as well as some advertising.

Skånetrafiken, the host of the conference, have doubled the number of yearly journeys during a 10 year period and will do so again over the next 10 years. As a start we hope that 2011 will be the best year ever with an increase of 9% in journeys!

The theme of the conference is “making order out of chaos”. Making order involves for example better traffic information to customers, interoperability for travel cards, new mobile solutions using GPS for navigation, easier payment services, multi-modal travel planners and using more open information sources (Open API).

I hope you will find both the conference programme and Malmö so exciting that you will attend and share your own experiences as well as those of the speakers and all the delegates.

We look forward seeing you in September!

Krister Nordland

President, InformNorden 2011

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Skånetrafiken is responsible for InformNorden 2011

Pictures in this brochure have been created by the following photographers: Lars Strandberg, Kasper Dudzik, Christian Dirksen, Helen Nilsson, Jörgen Lindström och Oskar Falck.

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10:25–10:50

Presentation 1B: Traffic Information Center (TIC) / Customer Information Center (CIS)

Expectations from passengers put new demands on customer information and correct traffic information throughout different traffic systems, both for public and private actors.

Experiences from Gothenburg and rural areas.

Speaker. Pär Fröjmark, Västtrafik, Sweden

10:50–11:15

Presentation 1C: Guiding the customer through the whole journey with cross traffic information

All transportation companies in Copenhagen have created a partnership called TUS (Trafikinfo Udviklings Samarbejdet) to provide better cross traffic information to customers. This cross traffic information will be shared.

Speaker: Sanne Højgaard Klietsch, DSB, Denmark

11:15–11:40

Presentation 1D: To learn from each other: Creating a national forum for all real time projects in Norway

The last thing public transport needs is failed real time projects.

Norway has 7 real time systems in operation and 4 systems being planned or under implementation. A new initiative is trying to coordinate the lessons learned in each system.

Speaker: Bent Flyen, advisor Trafikanten AS, Oslo, Norway

11:40–12:00

PANEL DISCUSSION (20 minutes)

We encourage the audience to participate in the discussion.

Potential questions:

- What to do with traffic information in adverse weather conditions?
- How do the real time systems work when traffic problems occur?
- How do the authorities and operators react and cooperate?

12:00–13:00

LUNCH

13:00–13:15

EXHIBITION VISITS

13:30–15:00

SESSION 2**Travel card / interoperability**

Authorities and operators have invested in smartcard ticket systems in order to make travel card buying and validation easier and faster. The



travel card systems are complex and interoperability between different systems is difficult.

13:15–13:40

Presentation 2A: The electronic ticketing project leader survival guide. Experiences concerning electronic ticketing and Datawarehouse

Given the right conditions in your environment, you can actually enjoy a long life within the public transport sector. How can a small Norwegian county make use of information from several information systems to improve quality within public transport? Implementing Datawarehouse in the county of Vestfold has made life easier for customers (and planners) on a tight budget.

Speaker: Björn Asebö, IT-manager/project leader, Vestviken Kollektivtrafikk AS, Tønsberg, Norway

13:40–14:05

Presentation 2B: Will we solve the issue of interoperability on our own or will legislation force a solution?

A new law was passed in Sweden last year governing the organisation of PTA and some deregulation of public transport operation. This has caused a focus on the need for interoperability and the whole PT-industry has joined forces to make this happen. Failure will mean both angry customers and potentially a government intervention.

Speaker: Sören Belin, project manager, Payment Solutions for the Future, Sweden

14:05–14:30

Presentation 2C: Ticket interoperability in national long distance bus services

Scenarios for more flexible public transport ticketing in Finland

Speaker: Jyri Niemimuukko, IT manager, Matkahuolto, Finland

14:30–15:00

PANEL DISCUSSION (30 minutes)

We encourage the audience to participate in the discussion.

Potential questions:

- What is interoperability? Is it important? Why?
- What do customers look for? Tickets for a trip or a trip including the ticket(s)?
- Low pricing or interoperable tickets?

15:00–15:30

Coffee break

4 Bunkeflostrand 0 min
46 Klagshamn 18:00
4 Klagshamn 18:04

Centralen

C

4 Södra Åkeshög, Ny Carlsberg,
Bunkeflostrand, Klagshamn

46 Södra Åkeshög,
Bunkeflostrand,
Klagshamn

Busarna startar 16

4 Södra Åkeshög 0 min
4 Bunkeflostrand 0 min
4 Klagshamn 0 min



15:30–17:30



SESSION 3:

Mobile services/tickets

Within a few years, mobile services will be as important as the web is today. More and more customers have smartphones and that creates possibilities for smarter mobile tickets, mobile navigation and other services related to public transport.

15:30–15:55

Presentation 3A: What is happening with mobile tickets?

Trends and solutions will be presented in a market review of different Nordic solutions.

Speaker: Patrik Wiberg, Unicon, Sweden

15:55–16:20

Presentation 3B: Mobile navigation systems for public transport

Car users are familiar with navigation systems which guide them and give up to date information. Mobile solutions for public transport users should offer similar comforts and should guide users through the public transport jungle. Apps for mobile phones and tablet computers offer new opportunities in customer information.

Speaker: Armin Boehmer, Deutsche Bahn, Germany and Michael Frankenberg, HaCon, Germany

16:20–16:45

Presentation 3C: The mobile landscape – app, web or in between?

Increased use of smart phones and surf-tablets change our behaviour and relation to services on the web. So how should we relate to this development and what does the roadmap for Stockholm Public Transport look like?

Speaker: Robert Fromell, Stockholm Public Transport, Sweden

16:45–17:10

Presentation 3D: Car traffic information today and tomorrow

How do we see the evolution of gathering traffic information from road side equipment to Floating Car Data (FCD)? We will show some examples of governments already working with TomTom using both historical as well as real time FCD traffic information for their city planning as well as traffic management.

Speaker: George de Boer, senior manager, business development, TomTom, Holland

17:10–17:30

PANEL DISCUSSION (20 minutes)

We encourage the audience to participate in the discussion.

Potential questions:

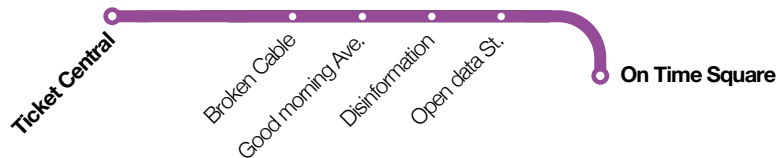
- How do mobile tickets affect ticketing systems?
- Could we learn something about mobile information from the car industry? Disturbances, predictions?

19:00–

GALA DINNER at restaurant Glasklart, Dockplatsen 1

The official dinner with entertainment and the InformNorden IT Award winner 2011.

How to get there: See map on the last page, marked "Glasklart".



PROGRAM

Friday 9 September 2011

09:00–10:30



SESSION 4

Different ways of using traffic data

Traffic data is produced in all traffic modes. One set of data might be usable in several traffic modes, systems or applications. Three different approaches to what you can get out of the data we produce.

09:00–09:25

Presentation 4A: Use of GPS data to minimise bridge opening delays

In the The Hague region a decision supporting system for operators of movable canal bridges started in 2010. The main goal of this system is to minimise the delay for public transport and the freight ships due to bridge openings. This multiple use of GPS for different travel and transport modes (public transport and freight ships) in one system is unique.

Speaker: Arjan Vermeulen, Province Zuid-Holland, The Netherlands

09:25–09:50

Presentation 4B: Turnkey integrated solution in Iceland

Travel Planner, flextour system and ticketing all integrated in one turnkey system.

Speaker: Reynir Jonsson, Stræto, Iceland

09:50–10:15

Presentation 4C: HSL open data and mobile application competition

How HSL opened Travel Planner, My Departures, Positioning and Disruption Info data and what has been achieved.

Speaker: Jari Honkonen, Project Manager, Helsinki Region Transport, Finland

10:15–10:40

PANEL DISCUSSION (25 minutes)

We encourage the audience to participate in the discussion.

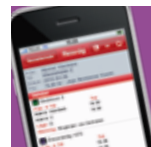
Potential questions:

- How good are we at making traffic data available?
- Do we restrict our business with closed systems?
- Do 3rd party solutions give us an advantage in customer information?

10:40–11:00

Coffee break

11:00–12:30



SESSION 5

Seamless travel planning

Travel planners are getting more and more intelligent and use realtime information for better travel suggestions (in good weather). We travel more and over longer distances and customers want quick and easy solutions. The challenge is to give customers seamless services concerning both geography and regional borders while retaining the same functionality. In order to attract car users, travel planners should show both public transport and car alternatives.

11:00–11:25

Presentation 5A: Case study: Borderless travel in the Øresund region

Borderless travel is based on integrated transport systems, traffic information including traffic anomalies across borders, and containing different types of traffic on a ticket. Realtime information is exchanged between Scania and Denmark both regarding public transport and car/road information. Skånetrafiken, Rejseplanen, Trafikverket, Vejdirektoratet will demonstrate solutions.

Speakers: Krister Nordland, Skånetrafiken and Charlotte Holstrøm, Vejdirektoratet, Denmark

11:25–11:50

Presentation 5B: Seamless travelling outside national borders

Examples from functionality of EU-Spirit (distributed European travel planning) and European projects like Rail Baltica Growth Corridor – a project which focuses on the development of the public transport corridor Berlin – Warsaw – Helsinki.

Speaker: Jürgen Ross, VBB (Berlin), Germany

11:50–12:15

Presentation 5C: Multimodal travel planner in Norway

A national Norwegian multimodal travel planner and traffic portal will be launched in 2011. How do we achieve this?

Speaker: Torbjørn Barslett, advisor Trafikanten AS, Oslo Norway



12:15–12:40

PANEL DISCUSSION (25 minutes)

We encourage the audience to participate in the discussion.

Potential questions:

- Should we have private car travel information in travel planners?
- Is there anything more to invent in travel planners?

12:40–12:50

Closing words

Closing words by Magnus Arnström

12:40–12:50

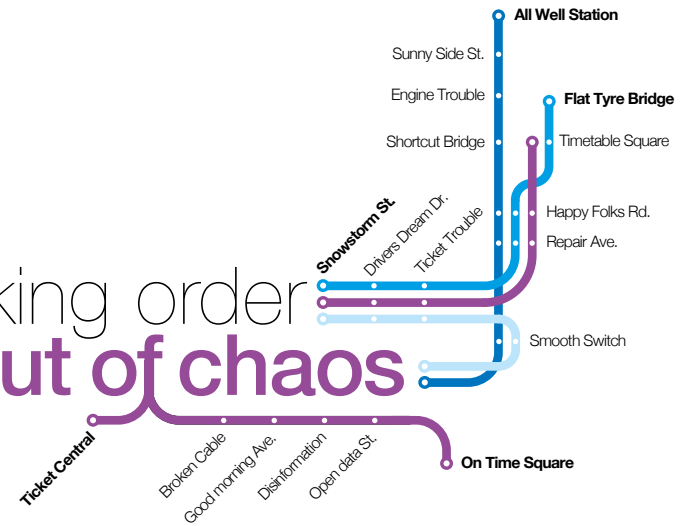
Next year's conference: InformNorden 2012 in Oslo

Jarl Eliassen, managing director, Trafikanten, will present Oslo.

13:00–14:00

Lunch

making order
out of chaos



Practical Information

Conference language: English

Venue

Malmö Börshuset, the conference venue, has excellent conference facilities and is located close to the train station Malmö C (Central Station). See map on the last page. Malmö C has direct trains to Copenhagen Airport Kastrup, Gothenburg and Stockholm (see www.reseplaneraren.skanetrafiken.se, www.resplus.se or www.rejseplanen.dk) and a flightbus to Malmö Airport Sturup (see www.flygbussarna.se)
Venue Address: Skeppsbron 2, 211 20 Malmö. Tel +46 40 699 70 00

Conference secretariat

For general questions about the conference please send us an e-mail: info@informnordenmalmo.se

Mobile phones

Please turn off your mobile phone when entering the meeting rooms.

Internet

Free Internet is available for conference delegates.

Breaks

Refreshments are served in the exhibition area.

Registration/information desk – opening hours during the conference

Wednesday, 7 September 19:00–21:00 (at Malmö restaurant Hipp).

Thursday, 8 September 08:00–17:00 (at Malmö Börshuset).

Conference badges

Your personal badge is your entrance ticket to the conference and social events. Please remember always to wear your badge for easy identification.

Cancellations

Notice of cancellation of registration must be received in writing before 19 August. An administration charge of EUR 95 will be payable. All refunds will be processed after the conference. Registration can be made up to 26 August.

For information about cancellations of accommodation please see our booking system on www.informnorden.org

Registration fee

1) Before 30 May: **SEK 6000 (EUR 650)**

2) Between 1 June and 1 Aug: **SEK 6750 (EUR 735)**

3) Late fee after 1 Aug: **SEK 7550 (EUR 820)**

Included in the registration fee:

Admission to the conference, 2 lunches and coffee breaks, reception and gala-dinner. Ticket for public transport in Malmö during the conference

Accompanying person fee: **SEK 2200 (EUR 235)**

Reception and gala dinner only

Please register at www.informnorden.org



Payment

All payments will be made through our booking system at www.informnorden.org





General Information

ACCOMMODATION

Reservation

In order to secure accommodation suiting your needs and wishes, you are encouraged to book as soon as possible. Hotel reservations are made through our booking system at www.informnorden.org. Below you will find a list of hotels to choose from. They are all in walking distance from both our venues and Malmö central station. For exact location see map on last page.

Local transportation

Public transport (Öresund-train) from Copenhagen Airport Kastrup offers you a direct journey to the city centre of Malmö. Please check www.skanetrafiiken.se for further information.

A flightbus from Malmö Airport Sturup offers you a direct journey to the city centre of Malmö. Please check www.flygbussarna.se for further information.



Hotels available are:

Comfort Hotel Malmö
Singel SEK 1200/night
Double SEK 1400/night

Elite Hotel Residens
Singel SEK 1375/night
Double SEK 1575/night

Scandic S:t Jörgen
Singel SEK 1485/night
Double SEK 1685/night

Elite Plaza Hotel
Singel SEK 1595/night
Double SEK 1795/night

Note: Your choice of hotel is made as part of your online booking. Prices include breakfast.



About Malmö

A winner in third place

Malmö, with some 300.000 inhabitants is the third most populous urban area in Sweden after Stockholm and Gothenburg and it is, to say the least, a city of many faces. With its strategic location in southern Sweden at the gateway to the European mainland Malmö is an international city with a compact, vibrant city centre. Together with Copenhagen, Malmö dominates the dynamic, strongly expansive Öresund region in southern Scandinavia, which currently has a population of some 3.5 million.

The city is well known for its beautiful parks with small lakes and its network of canals. Within walking distance of the city centre there is a beach that stretches for several kilometres, bordered by broad, green spaces. Stortorget, surrounded by magnificent, historic buildings, or Lilla Torg, framed by open-air restaurants, provide lively meeting places in the city centre. Restaurants, bars, cafés and shops jostle alongside one another with beautiful green spots only steps away.

The grass is greener in Malmö

Public transport is part of it, but Malmö has put green thinking and fair trade in action in more ways than most cities. In 2006 Malmö was named Sweden's first Fair Trade City and about 4.000 visitors come each year to study the environmental policy. A great example is Västra Hamnen, a new urban district where ecological sustainability is the key. The residential area is self-sufficient, using renewable energy sources such as solar energy, wind power and heat from the sea. If you want to look after the environment when visiting Malmö you

can eat at restaurants using organic, locally produced ingredients and buy from shops that only sell *Fair Trade* products.

How to get here

Travelling to Malmö is easy and convenient. There are two airports only half an hour from the city centre - Malmö Airport and the international Copenhagen Airport. Thanks to modern infrastructure and good communications, you can get around quickly and conveniently in Malmö and via the Öresund Bridge from Copenhagen, the Danish capital. Motorways enable you to access Malmö quickly by car from all points of the compass. And there are excellent rail links from the rest of Sweden and Europe to the central station right in the city centre.



A taste of Malmö

You will always eat well in Malmö! Restaurant menus offer you everything from local specialities to delicacies from all corners of the world. Skåne is rich in good ingredients, sourced from its fertile fields, from nature in the wild and from the sea that surrounds it. Many restaurants arrange various cooking activities and tastings. With the help of skilled master chefs and other experts, you can learn the art of Swedish cooking and taste Swedish specialties.

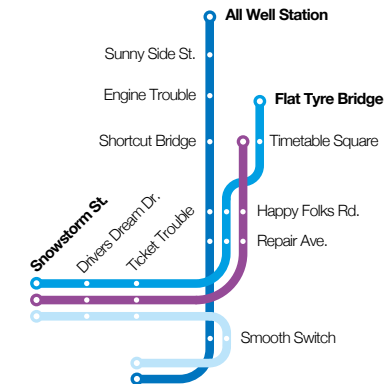
Shopping

Shopping in Malmö is convenient and enjoyable. The shops are close together and you will find modern, Scandinavian design, the very latest young fashions and much more. A large, broad pedestrian street takes you from square to square throughout the city centre. Along the shopping streets you will find a wealth of shops, large department stores and shopping malls. For refreshments and resting your legs you'll find a lot of charming cafés to choose from.

Culture & activities

Malmö offers an exciting blend of cultural experiences. It has several major venues for theatre, dance and music. There is modern art in Malmö Konsthall's large exhibition halls, while the Form/Design Center presents Scandinavian design. Many buildings and locations provide reminders of the city's history, which goes back several centuries. One example is Malmöhus, a renaissance palace surrounded by parks and canals. But you will also see ultra-modern buildings such as the impressive, eye-catching Turning Torso, which is 190 metres high and was designed by the Spanish architect Santiago Calatrava.

The new multi-purpose Malmö Arena is a world-class venue for sport, entertainment and cultural events. The stadium area close to the centre of Malmö houses both Malmö Stadion and the new Swedbank Stadion. Close by are Baltiska Hallen and Isstadion, with generous capacity for a range of events. Jägersro Trav & Galopp is one of Sweden's biggest horse racing venues. Close to the centre there are several marinas with excellent facilities for sailing and other sea-borne transport. And PGA of Sweden National, which has three 18-hole golf courses and a hotel, is one of Scandinavia's premier golfing centres of the very highest international standard.



For more detailed information visit:

Visit Sweden

www.visitsweden.com

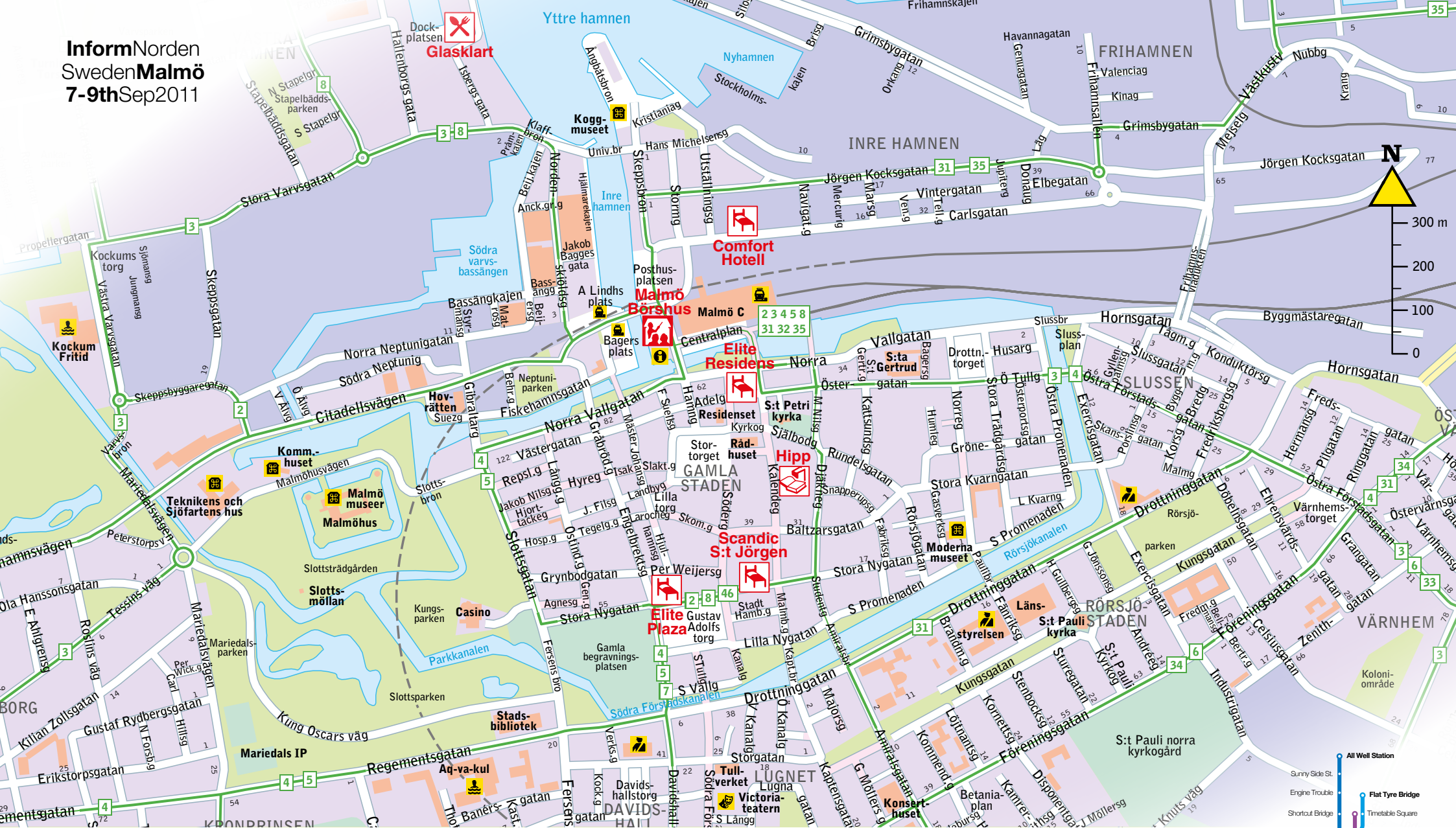
Tourism in Skåne

www.skane.com

Malmö Tourism / Malmö Convention Bureau

www.malmotown.com

InformNorden
Sweden Malmö
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EXHIBITORS:



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