Welcome to Helsinki!

This year InformNorden, the open community for people in the Nordic countries, i.e. Denmark, Iceland, Norway, Sweden and Finland, holds its 15th annual international conference. The success of InformNorden is very much based on the interesting and compact annual conferences where the latest developments in public transport IT solutions are shared in a friendly atmosphere.

This year the conference was named "Smarter Together". The programme consists of five different sessions which address public transport information service issues from different angles. The idea is that every person giving a presentation in this conference would tell a story – a story that has a beginning, a storyline and an end with conclusions. The presentations should tell what has been done, not only what is planned to be done. In short: in the InformNorden community we share experiences – both good and not so good – and innovations.

A new feature in our conference is an opportunity to send live comments on the ongoing presentations shown on a screen in the lecture hall. We hope that this flavouring will make our panel discussions even more interesting. Also, it might activate more people in the audience to comment on the presentations.

The InformNorden conference provides its participants with a good overview of the latest technology as well as a look into some important and innovative ongoing projects in the Nordic countries.

On behalf of the Steering Committee of InformNorden and of Helsinki Region Transport, it is my pleasure to welcome you to Helsinki. I wish you enjoy these inspiring three days with InformNorden.

Kerko Vanhanen
Head of Information Systems Group
Helsinki Region Transport
Visiting Finland

Helsinki is the capital and largest city of Finland. It is in the southern part of the country, on the shore of the Gulf of Finland by the Baltic Sea. The population of the city of Helsinki has recently passed the 600,000 mark; the Helsinki region has over 1.2 million inhabitants. Helsinki is Finland’s administrative center and the center of the Finnish cultural life and business activity. There is a large and varied array of museums, galleries and performance venues in the city. Helsinki is a pocket-sized metropol and most of the hotels, shopping and entertainment venues are within a walking distance. Getting around the city is easy: a simple and affordable way to see Helsinki’s sights is to hop on the tram 2 or 3. You can get off the tram at any stop, or you can do the whole loop in about one hour.

Welcome reception
Restaurant Loiste: Kaarre (The Sokos building, 10th floor)
Kaivokatu 1
00100 Helsinki

Main venue
Finlandia Hall:
Helsinki Hall
Mannerheimintie 13 e
00100 Helsinki

Gala dinner
Restaurant Kalastajatorppa:
The Round Hall
Kalastajatorppantie 1
00330 Helsinki

Short history of Finlandia Hall

Alvar Aalto was commissioned by the city of Helsinki to design a concert and congress building, the first constructed part of a great central city plan, which Aalto first presented in 1961. The principal set of blueprints for the concert hall are dated May 10th 1967. None of the other buildings in the grand scheme were ever completed.

The design for Finlandia Hall shows some interesting features: asymmetry, acoustical wall structures and the contrast between the marble balconies and cobalt blue walls in the concert hall interior.

Finlandia Hall was completed in 1971 and the first concert took place on 2 December 1971. The congress wing was being designed even before the completion of the main wing and was completed in 1975. It was opened just in time for the Conference on Security and Cooperation in Europe (later to be renamed OSCE), during which the heads of state from 32 countries visited Helsinki. The Helsinki Final Act was signed at Finlandia Hall.
Wednesday 11th September

19:00 Welcome Reception
Restaurant Loiste / Kaarre

Thursday 12th September

8:00 Registration

8:45 Opening of the Conference and Exhibition – Kerkko Vanhanen
Opening words by the moderator – Magnus Arnström

1. Infotainment and Advertisement

9:15 1A Digital Out of home media
How to leverage commercial driving forces in order to expand traffic information infrastructure as well as customer benefits.
Speaker: Carina Holm – Marketing Strategist Transport Administration Stockholm County Council, Sweden

9:35 1B JCDecaux in cooperation with public transport authorities and operators
Cooperation with a PT authorities and operators. One media, many infotainment flows, experiences so far. How to settle different processes and IT systems to full fill local requirements.
N.N, Director, JCDecaux Europe, Finland / France

9:55 1C Movia modell – Operators invest on buses
Infotainment Showing correspondances in Infotainment solutions. A presentation of the Roskilde project, where the PTA, PTO and the municipality worked together to show corresponding public transport in the buses. Business models.
Speaker: Marie Oster, Movia, Denmark

10:15 1D Riding pleasure
How to use modern technologies like infotainment and mobile internet to make public transport fun and easy to use. Karlstad – a city with over 60% increase of travel since 2005 – aims to double public transport before 2020.
Speaker: Robert Sahlberg, Business Development Manager Karlstadsbuss, Sweden

10:35 Panel discussion

10:50 Coffe break

2. Mobile Ticketing

11:15 2A 9 months with app-based smartphone ticketing in a nationwide framework
RuterBillett, app-based ticketing in a nationwide framework. The app-success! Just 5 months after the launch, Ruter is selling 30% of the single tickets through the app. What are the key elements for this success?
Speaker: Hanne Nettum Breivik, Project Manager, Ruter As, Norway

11:35 2B www.1415.dk – The mobile ticketing universe
Greater Copenhagen – 2 Apps (one way tickets and season passes) – past, present and near future. Including reflections on coexisting with a Travel Card.
Speaker: Stephen Stonall Henningsen, Movia, Denmark

11:55 2C Ticket inspecting – how HSL dramatically improved the ticket inspecting results
HSL has renewed the ticket inspectors device. The efficiency is now much higher. Presentation includes a short review of the Nordic statistics.
Speaker: Jaakko Heinilä, Head of Ticket Inspecting Unit, HSL, Finland
2D Security issues in NFC mobile ticketing
Where is NFC coming into the picture? What technology decisions need to be made? Who collects the transactions fees? Experiences and decisions made so far
Speaker: Mads-Peter Möller, Oberthur Technologies, Denmark

12:35 Panel Discussion

12:50 Lunch

3. Operators and IT

14:00 3A Future cooperation between PTA and PTO
What knowledge, competences and IT-solutions, does the PTO already have today, and how can that add value to the PTA? Which areas could benefit from cooperation, instead of focusing on the compliance of a contract? This speech gives a PTO perspective on the future.
Speaker: Anders Lukowski, Arriva A/S, Denmark

14:20 3B Continuous improvement in customer satisfaction through mobility
Systems that have been developed by the operator in order to fulfill the contract between the PTA and PTO. Mobile solutions for keeping contact with the personnel: Cleaning and Graffiti Reporting, Quality Measurements, Deviation reports, Customer Surveys, Improved communication.
Speaker: Nicklas Burman, Manager IT, MTR-Stockholm, Sweden

14:40 3C We can't live without them – The use of IT-systems in Public Transport Operation
Nobina will share it’s key findings from the past decade of IT-development from the operator’s perspective, and propose solutions for meeting the future challenges of getting a higher efficiency but at the same time offer a better service for more passengers.
Speaker: Peter Björnlund, Director Strategic Systems, Nobina AB, Sweden

13:00 Panel discussion

13:15 BONUS PRESENTATION: The Helsinki 300-series Tram – From scratch to success?
This bonus presentation leads us to a journey to machinery industry. Helsinki City Transport (HKL) is buying new low floor trams. To fulfill the special requirements in Helsinki, the main technical concept of the new tram is developed and planned by HKL itself. The chief planner Ollipekka Heikkilä tells us how important it is to take care of Life Cycle Costs in such an interesting project. And what all does that mean when speaking about the IT-solutions in the new tram.
Speaker: Ollipekka Heikkilä, Development Manager, Helsinki City Transport Tram Unit, Finland

13:55 Refreshments And Exhibition
(closes at 17:00)

18:30 Leave for the Gala Dinner
Leave for the Gala Dinner from the Mikonkatu Tram stop (Mikonkatu 15, in front of restaurant Public Corner).

19:00 Gala Dinner
Restaurant Kalastajatorppa

Friday 13th September

4. Demand Responsive Public Transport And IT

9:00 4A KutsuPlus – new transport mode, new level of service
KutsuPlus, a demand oriented pilot service at the moment, complements HSL’s public transport services. All reservation, payment, routing and guidance services are automated.
Speaker: Kari Rissanen, Program Director, HSL, Finland
9:20  
4B  FlexDanmark - nationwide cooperation  
The true story of how to improve performance and achieve cost reduction through shared operation and development.  
Speaker: Kim Sneijbjerg Jensen, CEO FlexDanmark, Denmark

9:40  
4C  Route planning in real time  
How to plan routes and headways in real time to get the utmost service and efficiency. What role can this way of planning play in the public transport of the future?  
Speaker: Hans Andersson, IT Award winner 2013, MD Planit, Sweden

10:00  
Panel discussion

10:15  
COFFEE BREAK

10:45  
5A  Masterdata management and BI  
Thoughts and findings regarding implementing MDM and BI in Movia.  
Speaker: Tom Welcher, Datawarehouse specialist, Movia, Denmark

11:05  
5B  Datawarehouse – Get the best out of business intelligence  
Building a new data warehouse. To ensure that business decisions are based on facts, not intuition, Ruter As wants to collect all its data on PT in the Oslo-area in a new data warehouse. How can we ensure a successful implementation?  
Speaker: Robert Fjelltun Bøe, Controller at Ruter As, Norway

11:25  
5C  Without a view, not a clue  
Traffic running as planned? Business plans for PTA and PTOs need quick and common statistics for fast actions.  
Speaker: Anna Archer, Affärsutvecklare/Business developer, Skånetrafiken, Sweden

11:45  
5D  Better decisions with user experience  
UX-driven service development: How Ruter has become more customer oriented in developing new services related to customer information and ticket machines. Increased attention paid to the “outside-in” customer perspective helps to shift the focus away from what we think the customer wants to what the customer actually wants.  
Speaker: Wenche Pedersen, Market consultant, Ruter As, Norway

12:05  
Panel Discussion

12:20  
Welcome to InformNorden and NLTM joint conference in Oslo 11 - 13 June 2014. – Jarl Eliassen

12:25  
Closing words by the moderator – Magnus Arnström

12:30  
LUNCH
Please register for the 15th InformNorden International Conference in Helsinki by
going to the conference website www.informnorden.org for online registration.

Registration Fee
Early Bird fee Before 10 July
680 EUR / person
Standard fee 11 July – 15 August
730 EUR / person
Late fee from 16 August
850 EUR / person

Registration fee includes:
- Admission to the conference
- Participation at all presentations and exhibitions
- Coffee breaks and lunches
- Reception at the Restaurant Kaarre on 11th September
- Banquet and official dinner at Restaurant Kalastajatorppa, the Round Hall on 12th September
- Travel card covering public transport in the cities of Helsinki, Espoo and Vantaa 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 9th August.

All reservations are handled by L.R. International Ltd. Please do not contact the hotels directly. Possible changes and cancellations must be made by e-mail to ulla.niskanen[a]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).

Holiday Inn Helsinki City Centre
Elielinaukio 5, 00100 Helsinki
150 / 165 EUR / night

Radisson Blu Royal
Runeberginkatu 2, 00100 Helsinki
135 / 155 EUR / night

Crowne Plaza Helsinki
Mannerheimintie 50, 00260 Helsinki
125 / 140 EUR / night

Sokos Hotel Presidentti
Pohjoinen Rautatiekatu 4, 00100 Helsinki
129 / 139 EUR / night

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 Finlandia Hall.

How To Get to 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, SAS and Norwegian.

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.

By Bus:
From/to Helsinki-Vantaa Airport to City Centre by Helsinki Region Transport buses: Buses 615, 615T
• from the Airport Terminals
• from Helsinki Rautatientori platform 5 (next to the Railway station)
• cost 4,50 EUR
NOTE: complimentary with a multimodal travel card provided to you at the airport Airpro Travel Service 24h in terminal T2 Service Floor (between terminals T1 and T2).
• estimated travel time 40 minutes.

Finnair City Bus
There is a Finnair City Bus from Helsinki airport to Helsinki city Centre. Bus stops are situated in front of the Terminals. In the city centre the bus stops are in Elelinaukio (next to the Railway station). Estimated travel time is 35 minutes (cost 6,20 EUR).

Taxi:
The taxi journey from the airport to the centre of Helsinki takes nearly half an hour and costs approximately 35 EUR. There are taxi stations right outside the Arrivals Halls of Terminals.

PUBLIC TRANSPORT IN THE INTERNET
HSL offers a number of mobile services that make traveling on public transport easier. Check http://www.reittiopas.fi/en and http://www.hsl.fi/EN/Pages/default.aspx. The Journey Planner and Disruption info are easily accessible also via the mobile version in m.hsl.fi.

In the Internet
Map of Helsinki

1. Gala Dinner
   Restaurant Kalastajatorppa
   The Round Hall
   Kalastajatorppantie 1

2. Hotel Crowne Plaza Helsinki
   Mannerheimintie 50

3. Main Venue
   Finlandia Hall, Helsinki Hall,
   Mannerheimintie 13 e
   Entry M4 / K4

4. Hotel Holiday Inn
   Helsinki City Centre
   Elielinaukio 5

5. Mikonkatu Tram Stop
   Leave for the Gala Dinner

6. Hotel Sokos Hotel Presidentti
   Pohjoinen Rautatiekatu 4

7. Welcome Reception:
   Restaurant Loiste – Kaarre
   Kaivokatu 1
   (The Sokos building, 10th floor)

8. Hotel Radisson Blu Royal
   Runeberginkatu 2

Central Railway Station

Busses to the airport leave next to the Central Railway Station.

Please find the detailed map through this link:
http://goo.gl/8HooH

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