



# Nordic Public Transport 2015

Data is what drives us!

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



**INFORM** NORDEN

Reykjavik 9–11 September 2015

**HOSTED BY STRÆTÓ BS.**



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## Welcome to Reykjavík

It is our great pleasure and honour to host the 17<sup>th</sup> InformNorden conference here in Reykjavík. The conference is an excellent venue for people from the Nordic countries to meet and examine IT trends and policies in public transport.

The role of IT has, in this sector as in so many others, been growing in importance. It is highly appropriate to hold the conference in Reykjavík, as the authorities in the greater Reykjavík area have recently presented a new area plan that assumes a significant improvement to public transport systems. There are ambitious plans for a City line, using either a light rail system or a tramline system, forming a certain axis in the greater Reykjavík area. The increase in the number of passengers travelling with Strætó bs. has been steadily on the rise, and last year saw the introduction of a new method of fare payment by means of a smartphone app. Strætó bs. continues to develop this payment option, which is of considerable benefit for the customer and simplifies the means by which Strætó bs. is able to reach new users.



The theme of the conference is “Data is what drives us!”. The conference will feature a large number of interesting lectures that relate, directly and indirectly, to this theme. In addition, there will be numerous exhibitors with interesting goods and solutions for public transport. The conference should have something for everyone, and it is our hope that the results of the conference will show how important IT is for the future development of public transport and developments in distributing information to passengers and other users of public transport in the future. On behalf of Strætó bs., it gives me great pleasure to welcome you to Reykjavík, and I hope you enjoy your stay here with us.

**Jóhannes Rúnarsson**  
Managing Director of Strætó bs.

# CONFERENCE – THEME

## Data is what drives us!

The 17<sup>th</sup> InformNorden conference, taking place in Reykjavik, will focus on the customer and how information technology (IT) can make using public transport easier. Involving the customer in the design process potentially means a better product for the end user. Opening data for outside companies and enthusiastic programmers expands the potential for the information to be used across domains.

Mobility has, of course, always been a key word in public transport, but the meaning of the word has changed and now relates to the use of electronic devices. The potential is enormous, but the questions remain – how do our passengers want to receive the information, what information is relevant and how can we use this information to get them to where they want to be? This is what the future of IT in public transport is all about – essentially how we can make life easier for our passengers and even potentially more fun while we get them from A to B, also through the use of IT.



## VENUE FOR THE CONFERENCE IS

### Hilton Hotel

Sudurlandsbraut 2  
108 Reykjavik  
tel: +354 444 4040

### Enquiries

conference@icehotels.  
hiltonreykjavik.com

### Specific features

Close to city centre. Free shuttle service 5 times a day to city centre. 11 conference rooms. VOX restaurant. Nordica Spa. Wheelchair accessible. Hilton Hotel Nordica has been certified with ISO14001 environmental management system.

## WELCOME RECEPTION

On Wednesday, 9 September from 17:00–20:00 at Conference hall Harpa. 6<sup>th</sup> floor, Hall Björtuloft. Buses from Hilton Hotel at 17:45.

Please note that there is not a transfer back to the hotel.

## ACCOMPANYING PERSONS TOUR

Included in the accompanying persons fee are the social events and City Sightseeing tour with lunch on Thursday, 10 September. Bus from Hilton Hotel at 10:00, return back to the hotel at 13:00.

## CONFERENCE DINNER

Thursday, 10 September at 19:00 at Restaurant Perlan. Dress code: Casual smart. Buses from Hilton Hotel at 18:45.

## REGISTRATION/INFORMATION DESK

In the foyer 1<sup>st</sup> floor at Hilton Hotel.

Opening hours:

Wednesday 9<sup>th</sup>, 16:30–18:00

Thursday 10<sup>th</sup>, 08:00–18:00

Friday 11<sup>th</sup>, 08:30–14:00

# PROGRAMME

## Wednesday, 9 September

17:00–20:00 Welcoming reception – Harpa (the new Opera house)

Welcome words from local host: Jóhannes Svavar Rúnarsson – CEO of Strætó bs.

## Thursday, 10 September

7:30–9:00 Registration + coffee

9:00–9:15 Welcome in exhibitor area introducing the exhibitors

9:20–9:30 Opening of the 17<sup>th</sup> IN conference, Björn Blöndal

### 9.30–11.00 Session 1: Customer focus

1A: “UX first” – Johan Karlberg, Skånetrafiken

1B: “New ways of involving your customers – it pays off!” – Merete Hernæs – Director Market Communications, Ruter As, Oslo

1C: “New learnings on customer needs for traffic information – and the way ahead” – Charlotte Kjærsgaard Ziegler – Funktionsleder, Customer Information & Digital Communication, Movia, Copenhagen

Discussion (15 min)

### 11:00–11:30 Coffee break

### 11:30–13:00 Session 2: Open data / open code

2A: “Open source code and global co-operation in Journey Planner development” – Hannes Junnita – Software Professional, Helsinki Region Transport (Netlight Consulting)

2B: “The web as an API – making things from things” – Páll Hilmarsson

2C: “Stop buying proprietary solutions – start building the future! The technology platform for the mobility provider towards 2030.” – Endre Angelvik – Chief Information Officer at Ruter As, Oslo

2D: “Smart mobility using PT system data and/or other sources? – Changing the PT experience through mobility co-operation.” – Marcel Meeuweissen – Project Manager Mobility Services, Enschede, The Netherlands

Discussion (15 min)

### 13:20–14:20 Lunch – In the exhibition area

### 14:20–16:20 Session 3: Realtime journey planners

3A: “Next generation travel planner” – Martin Johansson – Project Manager, Finnish Transport Agency

3B: “Introducing a new journey planner – more than a search engine! Priorities and challenges.” – Torbjørn Barslett – Advisor at Ruter As, Oslo

3C: “Rejseplanen as the central datahub for all Denmark public transportation” – Birgitte L. Woolridge – Communications Manager, Rejseplanen A/S, Copenhagen

3D: “Quality of realtime data – operator view” – Ulrik Danielson – Business Manager, Transport Administration, Stockholm

Discussion (15 min)

### 16:20–17:00 Coffee/refreshments

### 19:00–23:00 Gala dinner at Perlan

Official dinner with InformNorden IT Award Winner 2015

## Friday, 11 September

### 9:00–10:30 Session 4: Mobility / Tickets

4A: “Mobile tickets – A roadmap scenario of account-based ticketing in Finland” – Ilkka Kankkunen – Managing Director, TVV lippu- ja maksujärjestelmä Oy

4B: “Cyber security and ticketing” – Carl-Johan Bostorp – IT Security Specialist, Transport Administration, Stockholm

4C: “Industry-wide development with power and commitment – the ticket and payment project sets an example” – Charlotte Wäreborn Schultz and Nicklas Lindersson – Project manager X2AB, Stockholm

Discussion (15 min)

### 10:30–11:00 Coffee break

### 11:00–12:30 Session 5: The Future / Business intelligence

5A: “How to build and launch a complete datawarehouse solution with business analytics software at Ruter”. Terje Storhaug, Head of IT Service Development and System Management Ruter As, Oslo

5B: “Mobility and public transport: How to attract more customers to the buses” – Anette Enemark – Områdechef, Mobilitet, Movia, Copenhagen

5C: “Bus architecture, use of standard solution for cost-effective service. Benefit and best practice for PTA and PTO.” – Stefania Di Serio – Membership Development ITXPT, Brussels

Discussion (15 min)

### 12:30–12:45 Closing of conference and welcome to Helsinki in 2016

### 12:45–13:45 Lunch (standing lunch – grab a sandwich)

### 14:00–20:00 The Golden Circle tour (optional)

## Bring your spouse/family

### Places of interest

This conference gives you a great opportunity to spend quality time with your spouse/family in Iceland.

Families will find plenty of interesting activities in Reykjavík. Whether it's splashing around in a thermal pool, trying on Viking armour or viewing some of the largest mammals on Earth at close range, there's fun to be had for all ages in the city.

Grown-ups will be happy to bring their families to Reykjavík, a safe and clean city with a compact centre that's simple to navigate on foot and provides easy access to nature. Locals are also very open to youngsters; you'll find a high chair in every café and see babies sleeping in their buggies outside on the sidewalk while their parents are inside.

Reykjavík has numerous cultural, leisure and sporting facilities, many of which have sections and activities especially designed for kids! By prolonging your stay, you and your spouse/family can enjoy the best of what Iceland has to offer.

Although the city of Reykjavík is a metropolis in every sense, it's been carefully developed and crafted around a number of easily accessible recreational areas and country parks – where nature is not only protected, but sustained, extended and encouraged to thrive.

Dominated by a range of majestic mountains to the east and divided by one of the country's best salmon rivers, the city of Reykjavík is a tempting attraction for anyone who loves to combine a lively city experience with the wholesome sights and sounds of nature.

With our extensive network of well-maintained footpaths and cycling routes threading through some of the city's numerous parks and nature reserves, visitors to Reykjavík won't have to travel far to make a quick break from city life and explore the wilds of Reykjavík. The only problem is deciding which get-away method of transportation to employ! Be it rollerblading, cycling or simply on your own two feet, a little escapade to Eden awaits around every corner in Reykjavík with a seasonal soundtrack of nature to keep you company.

### Top ten family activities

Splash & play – at one of 18 thermal pools in the Reykjavík Capital Area. Make friends with the resident ducks, geese and swans – at Tjörnin Lake. Experience Viking times – at one of the capital area's many museums. Talk to the animals – at the Reykjavík Family Park & Zoo. Try delicious Icelandic food – hot dogs, soft ice cream, skyr and liquorice. Climb to the very top – of majestic Mount Esja. Go horse riding – through pastoral valleys and rocky lava fields. See whales – and puffins on a boat trip from the old harbour. Watch bubbling hot springs – and roaring waterfalls on a day

trip from Reykjavík. In autumn, brooks and rivers, swollen with melt water, rush down to the lowlands, feeding the earth and ultimately the ocean. Nature's produce is welcomed everywhere. Green vegetation turns red, yellow or brown, resulting in picturesquely colourful landscapes. No wonder photographers find autumn an exciting time, with all its different shades and magnificent skylines. In autumn, sheep and horses that have been grazing in the mountains are driven back to inhabited areas and sorted in the yearly round-ups. These are lively and social occasions, in which visitors are welcome to participate.

### Conference Tour The Golden Circle Thingvellir – Geysir – Gullfoss

We begin our tour by driving to Þingvellir, a remarkable geological site and the most historic site on the island. The world's oldest democratic parliament was founded here in 930. Þingvellir, located by Lake Þingvallavatn, the largest lake on the island, is now a national park and has been a World Heritage Site since 2004. The beautiful canyon running through the park is actually the meeting point of two of Earth's tectonic plates. The area's combination of natural phenomena and historical significance make it inseparable from the fabric of Icelandic national life. We will discover the famous Geysir which has given its name to hot springs all over the world. You will see one of the most active

geysers in the area, Strokkur, spouting up to 30 metres. Only a few minutes drive away is Gullfoss (Golden Waterfall), one of the most impressive waterfalls in Europe. Here you will see thousands of tonnes of icy water thunder majestically down into a deep gorge.

**Price pr. pers. EUR 65.-**  
**Duration 6–7 hours**  
**Buses will leave from Hilton Hotel 14:00**

### Spouse tour

The Spouse tour is a guided tour that gives you highlights of Iceland's capital city in just three hours. We visit Hallgrímskirkja church, The Pearl with its fabulous viewing deck, Reykjavík City Hall, and pass by Höfði House where Reagan and Gorbachev met in 1986 to begin the process of ending the Cold War. We also drive through the city centre, the harbour area, the University campus, past the Elliðaár river, and through Laugardalur valley. Our expert guide provides all the essential information regarding Reykjavík's rich culture, history and natural environment.

**Duration: 3–4 hours**  
**Included:** Private coach, guide, buffet lunch, taxes and services

### Optional day tours

For all participants of InformNorden, we will be offering a 10–15% discount on selected tours as well as all FLY BUS transfers. If you would like to take advantage of this exclusive offer, you will find link to the excursion page where you can browse and book whatever sparks your interest at the acknowledged page when you register to the conference. If you have any questions, please do not hesitate to contact us. We are happy to help in any way we can.

**conferences@icelandtravel.is**

**Here are a few examples:  
Experience the magic of  
Snæfellsnes.**

The Snæfellsnes peninsula in the west of Iceland is almost like a miniature version of the whole country. In addition to its characteristic Snæfellsjökull glacier, you will find white and black sandy beaches, bird cliffs, spectacular mountains and volcanic craters, incredibly rich trout lakes and salmon rivers, lush valleys and unique harbours in charming fishing villages.

The stunning landscape of the peninsula has captured the imagination of people all over the world, ever since Jules Verne wrote the famous science fiction novel *Journey to the Centre of the Earth*, but the journey begins at Snæfellsjökull glacier.

**Tour duration: 08:00–20:30**

Let the adrenaline flow. On this tour, you drive on mountain roads towards and over the mountain Festarfjall. From there, you will head to the black sandy beach called Selatanga, where you will get off the bike and explore some of the old ruins that are still to be found on the beach. After a brief stop, you continue the ride with more exciting mountain safari. The ATV tour takes two hours, after which your guide will bring you back to the Blue Lagoon. There you can either spend the rest of the afternoon bathing in the lagoon or take the next available Reykjavík Excursions bus back to your hotel.

**Duration: 5 hours**

Ain't no mountain high enough. You will start by climbing on board one of the different types of super jeeps. We'll drive to the top of the mountain Úlfarsfell 335 m (1,100 feet) from where you can enjoy the amazing view of Reykjavík city and nearby nature.

We drive ahead to the dormant volcano Hengill and nearby Lake Þingvallavatn. Then we head through the ancient lava plateau of Hellisheiði, and if the conditions are in our favour, we take a detour through the "Thousand Waters Route" for a smooth bumpy ride splashing in the rivers. We end our tour with a short stop at a local cave before returning to Reykjavík.

**Tour duration: 11:00–17:00**

## Practical Information

### Conference language

English

### Preparation for presentations

Speakers are asked to present themselves to the technician with their presentation material (Powerpoint, on a CD or USB) before the conference begins in the conference room.

### Chairmen

Please be present in the meeting room at least 10 minutes before the beginning of the session. Please see that all speakers observe the timetable.

### Mobile phones

Please turn your mobile devices to silent when entering the meeting rooms.

### Breaks

Refreshments are served in the exhibition area.

## Messages

Message to participants will be posted on a bulletin board near the information & registration desk and in the InformNorden app.

### Conference badges

Your personal badge is your entrance ticket to the conference and social events. Please remember to always wear your badge for easy identification. Also valid as a bus card during the conference.

### Registration and information

The registration & information desk will be located in the foyer of Nordica Hotel on the ground floor. Iceland Travel Conferences is in charge of the registration, hotel bookings, social arrangements and excursions. Registration and information desk will be open during conference hours. Tel: + 354 8600405 Register at [www.informnorden.org](http://www.informnorden.org)

## Registration fee

- 1) Before 14 June EUR 575.-
- 2) After 14 June EUR 640.-
- 3) Late fee after 1 Sept. EUR 800.-

### Included in the registration fee

Admission to the conference, lunch and coffee breaks, reception and conference dinner.

### Accompanying person fee

- 1) Before 14 June EUR 250.-
- 2) After 14 June EUR 300.-

### Included in the accompanying person fee

City siteseeing tours, reception and conference dinner.

## General information

### Conference Secretariat

### Iceland Travel

**Skógarhlíð 12, 105 Reykjavík**  
**tel. +354 585 4300**  
**fax. +354 585 4390**  
**[conferences@icelandtravel.is](mailto:conferences@icelandtravel.is)**  
**[www.icelandtravel.is](http://www.icelandtravel.is)**

### Transfer from airport

The distance from Keflavík International Airport to Reykjavík is 55 km, or 45 minute's drive. The FLY BUS offers shuttle service between hotels in Reykjavík and Keflavík Airport in connection with arrivals and departures. Price pr. pers. with the bus is ISK 1900 (approx EUR 13) Tickets can be bought inside the terminal building at our booth or in our ticket automat located by the exit door of the terminal building. Taxi from the airport costs approx ISK 16,000.- (EUR 104.-).

### Reykjavík

Reykjavik, the capital of Iceland, is the home of more than half of the country's 330,000 inhabitants. Named after the steam from the geothermal areas, the city is now known for its clean air and beautiful surroundings. In Reykjavík, you have opportunities for historical sites, natural beauty, museums and galleries, public parks, excellent shopping, a wide range of leisure activities, hotels, restaurants and a remarkably lively artistic scene.

### Climate

Thanks to the Gulf Stream, Iceland has a temperate ocean climate, cool in the summer and surprisingly mild in the winter. During the summer, temperatures generally average between 12°C and 15°C (50°–54°F) in the populated lowlands. The weather in Iceland can be a bit unpredictable and tourists should be prepared.

### What to wear

Due to the fact that the weather is unpredictable in Iceland, it is wise to bring warm clothes, rainwear, etc., especially for those who are interested in outdoor activities. As there are ample opportunities for swimming in warm spring water, it might be a good idea to bring a bathing suit.

### Duty-free shopping

Duty-free goods may be purchased upon both arrival and departure at Keflavík Airport. The duty-free allowance is 1 litre of spirits (up to 47% alcohol) and 1 litre of wine (up to 21% alcohol) or 6 litres of imported beer and 200 cigarettes or the equivalent in other tobacco products. It is prohibited to bring uncooked meat and various meat products (salami, smoked meat, etc.) into the country.

### Tax refunds

Upon departure, visitors to Iceland can reclaim the VAT tax paid on purchase in the country. This may amount to 13–15% of the value of the purchase. The refund voucher should be presented to the Duty-Free shop at Keflavík Airport or other departure points.

### Currency exchange

The currency in Iceland is the Icelandic Krona (ISK). Foreign currency can be exchanged at all banks, which will also advance cash against all major credit cards. Cash can also be obtained against these cards in all banks, and ATMs are to be found in many places. Banking hours are from 09:15–16:00, Monday to Friday. The Change group at the tourist information centre, Bankastræti 2, is open daily, May–September from 08:30–20:00.

Exchange offices are also available in Keflavík Airport.

### Shopping hours

There are many excellent shops in Reykjavík. Visitors will find a wide selection of goods both in the downtown area and at Kringlan and Smáralind shopping malls, offering woollen products, ceramics, jewellery and skin and fur products.

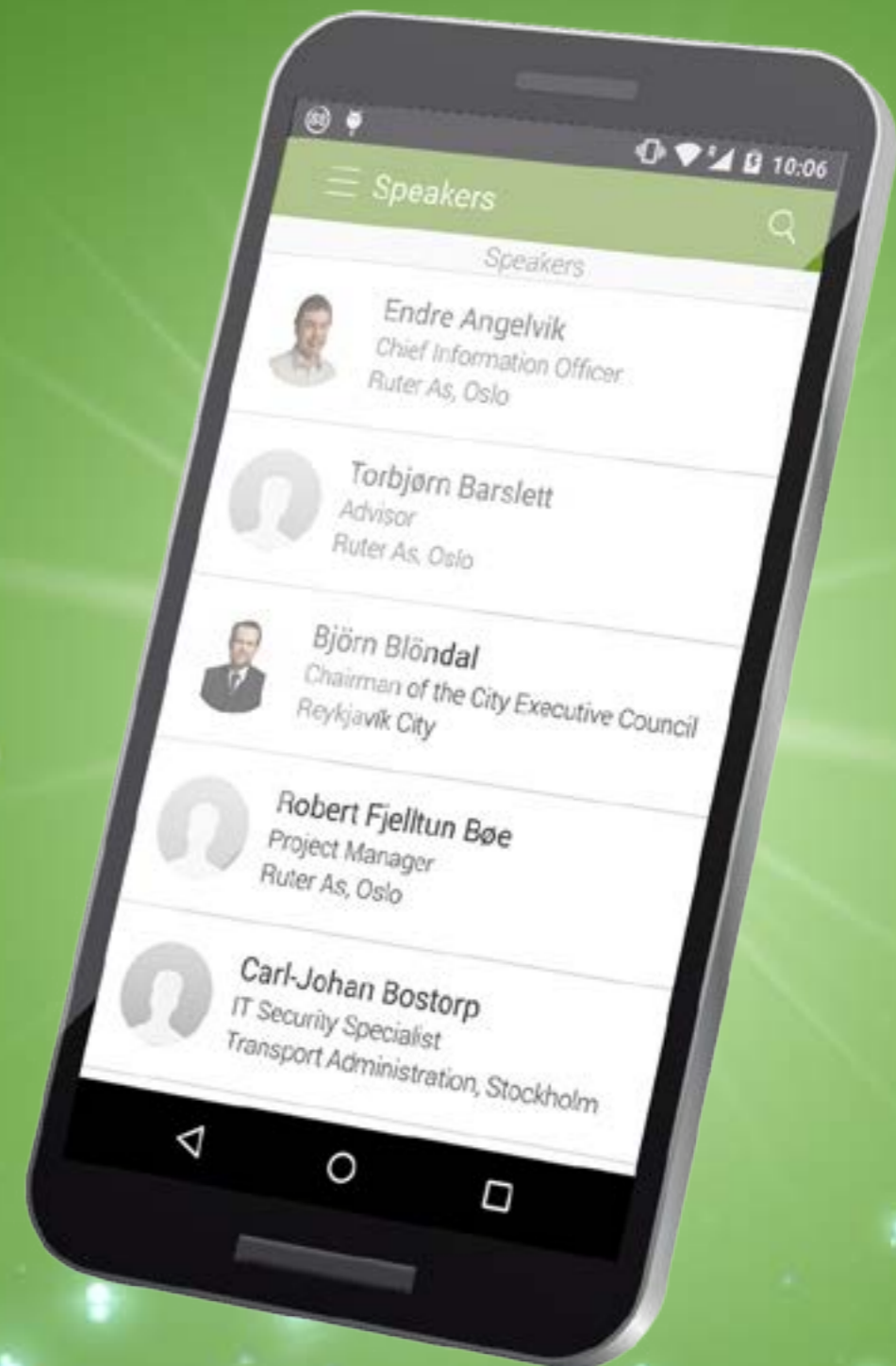


# Inform yourself with the InformNorden app

Introducing a new app for InformNorden conference in Reykjavík 2015.

The app offers multiple possibilities for you to follow up on the conference:

- **Program overview**
- **Speakers**
- **Exhibitors**
- **Private conversations**
- **Polls and feedback**
- **Download presentations**
- **Announcements and a lot more...**



Available both for **iPhone** and **Android** and also on the web on: [app.confrenz.com/informnorden](http://app.confrenz.com/informnorden)



