ITS Vienna Region

Intelligent Transport Systems

DI Hans Fiby
www.its-viennaregion.at

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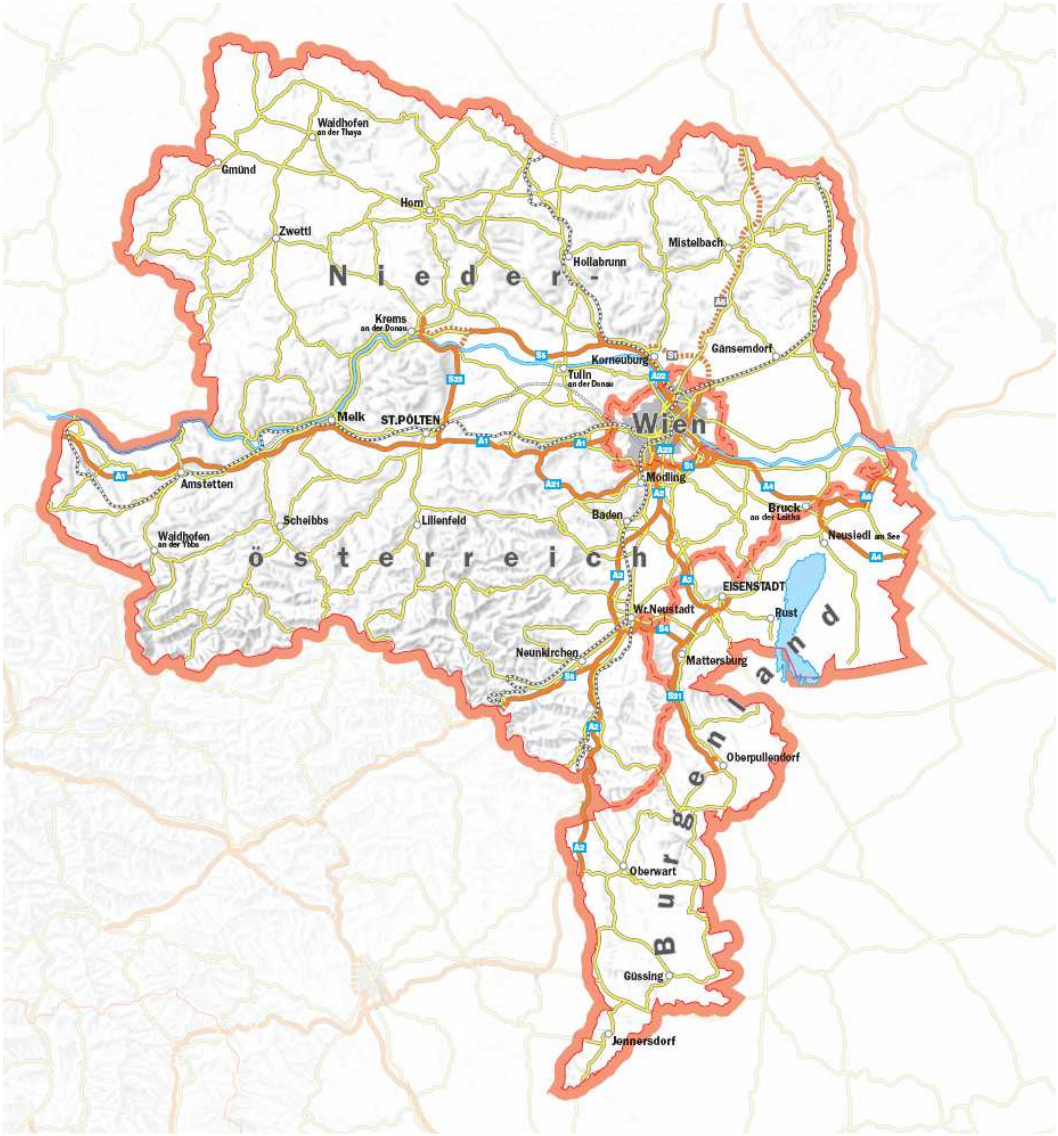
Intelligent Transport Systems

Vienna Region

Austrian provinces: Vienna, Lower Austria, Burgenland



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Project Design

- Independent project
  - Integrated in the public transport association of the Vienna Region
  - Steering committee (all project partners)
  - Project duration 2006 - 2009
- Funding
  - approx. 1.000.000 € / year
  - additional Austrian and EU research programs

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Basic Concept

Taxi (Floating Car Data)

Detektors, Sensors
(Real time information)

Individual Traffic
(ASFINAG, ORF-Ö3, P&R)

Public Transport
(Wiener Linien, VOR, ÖBB)

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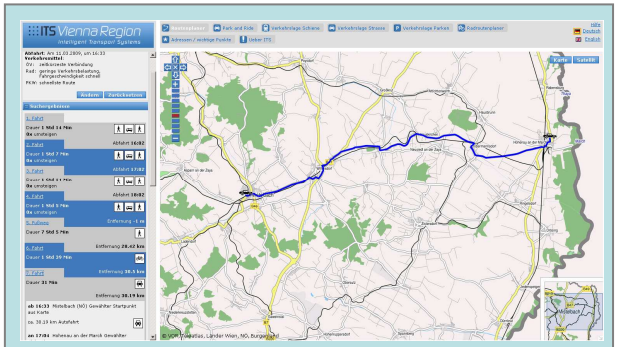
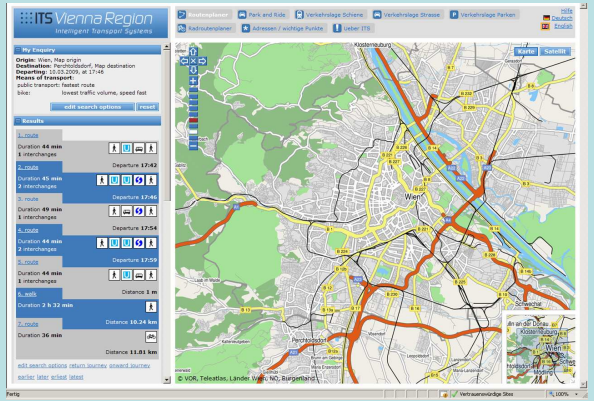
- Vienna
- Lower Austria
- Burgenland
- VOR

Online Traffic Model



dynamic web services for free
(Traffic conditions, routing, P&R,…)



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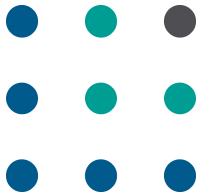
Reference system

- One common network for
  - ITS Vienna Region
  - Traffic administration of Vienna
  - Traffic administration of Lower Austria and Burgenland
  - Integrated traffic network of Steiermark
  - Detection of traffic signs in Carinthia
- Common basic data model and software development
- Decentralised update
- E-Government applications collect incident records for the traffic management



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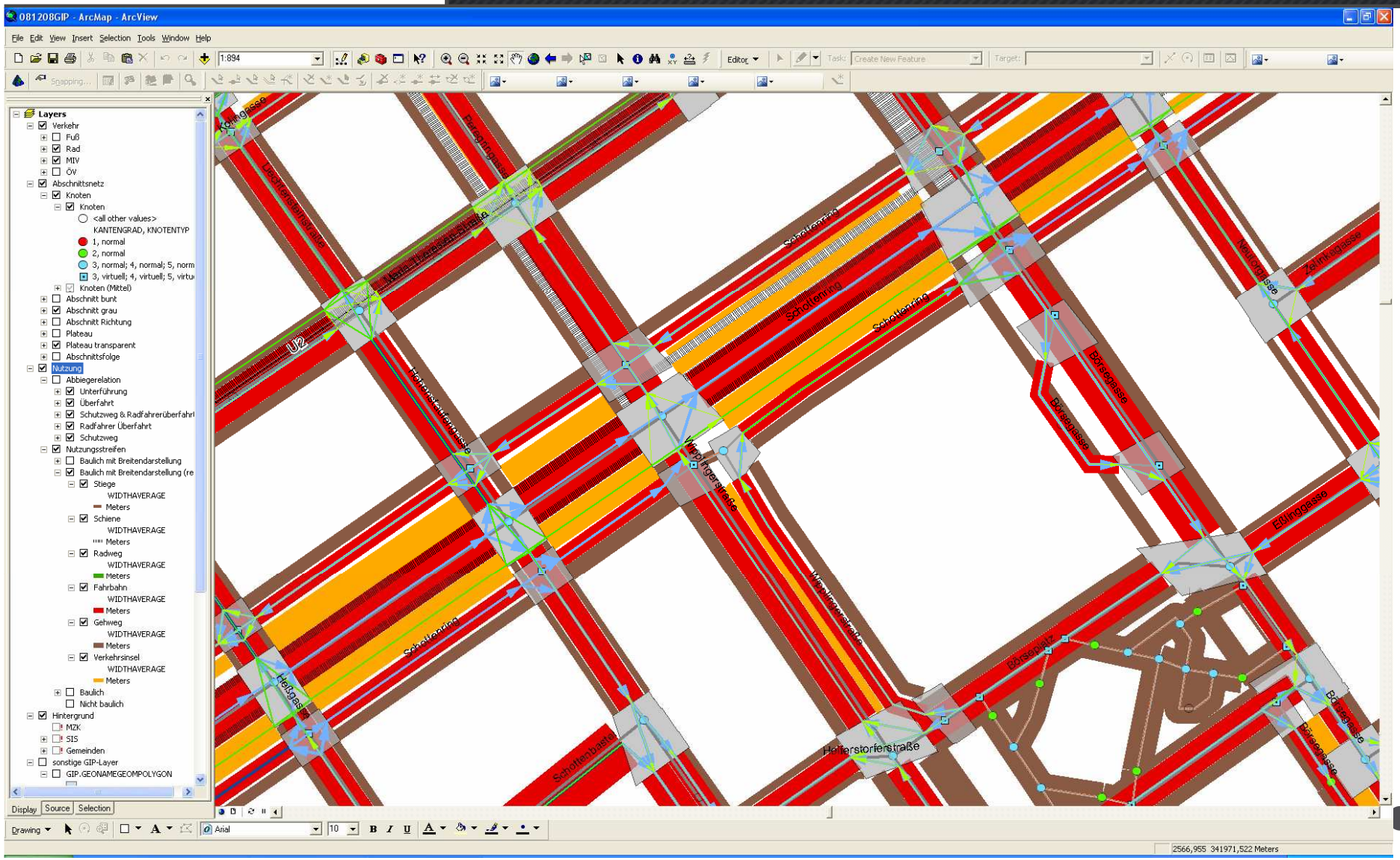
GIP Screenshots



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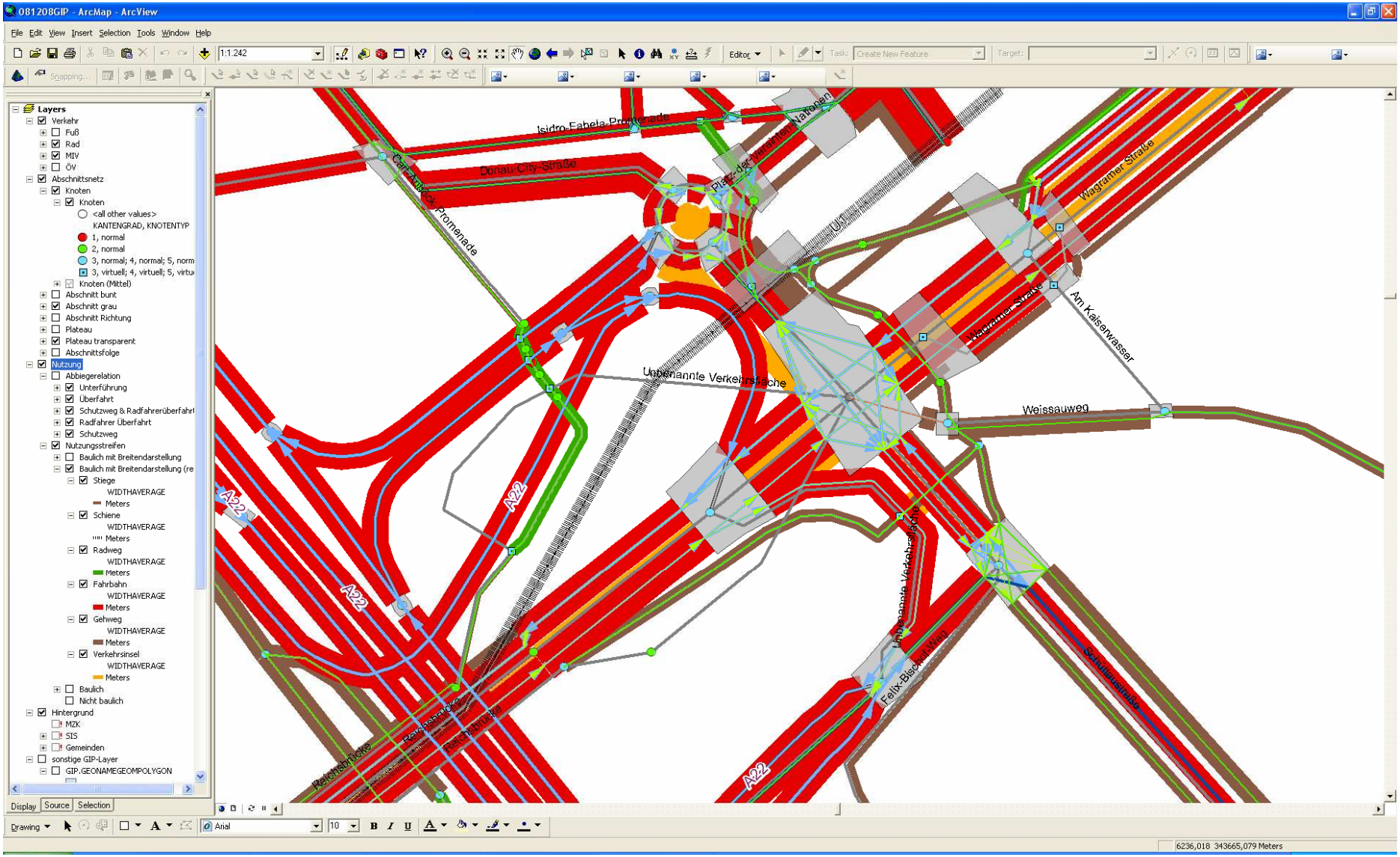

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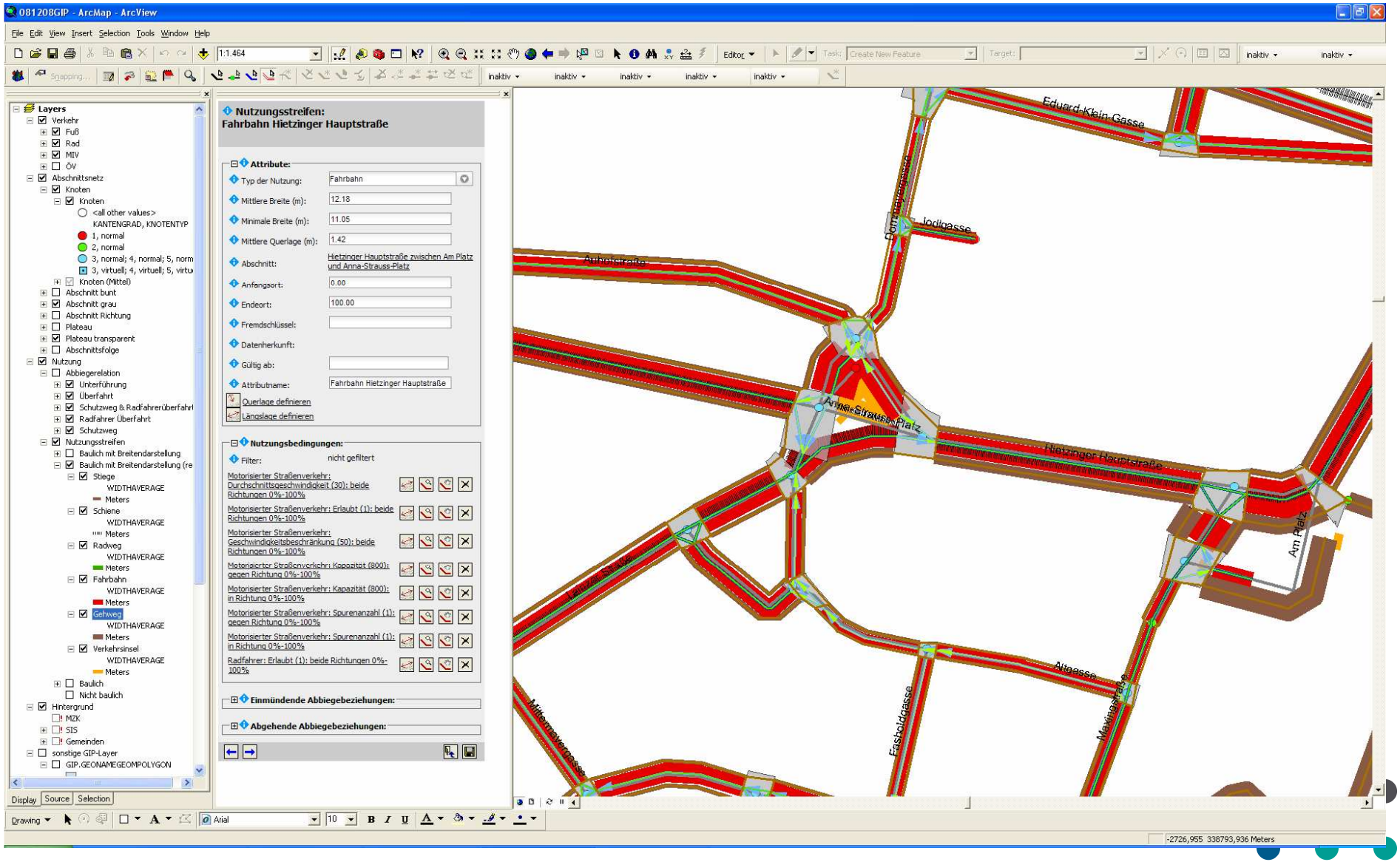

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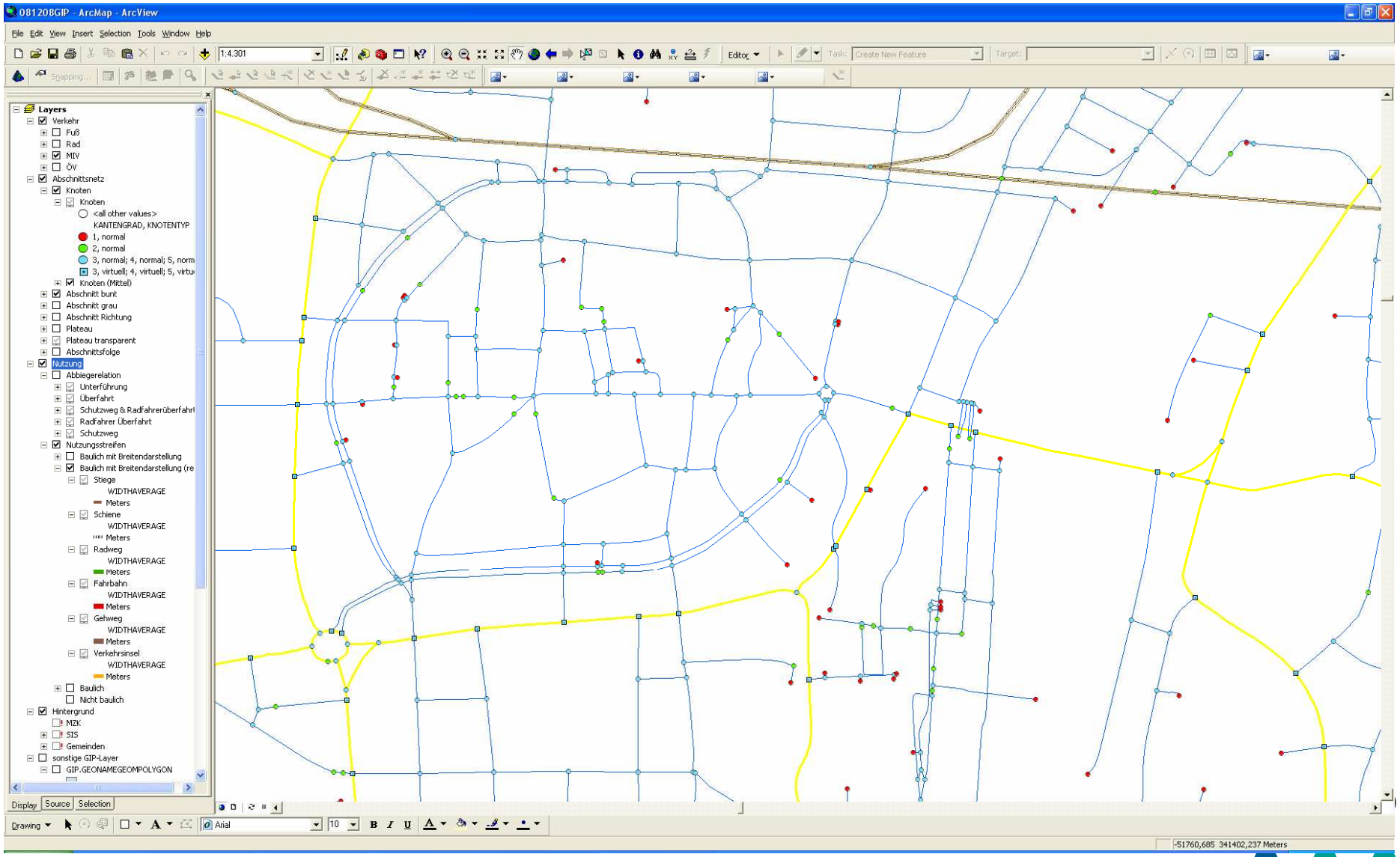

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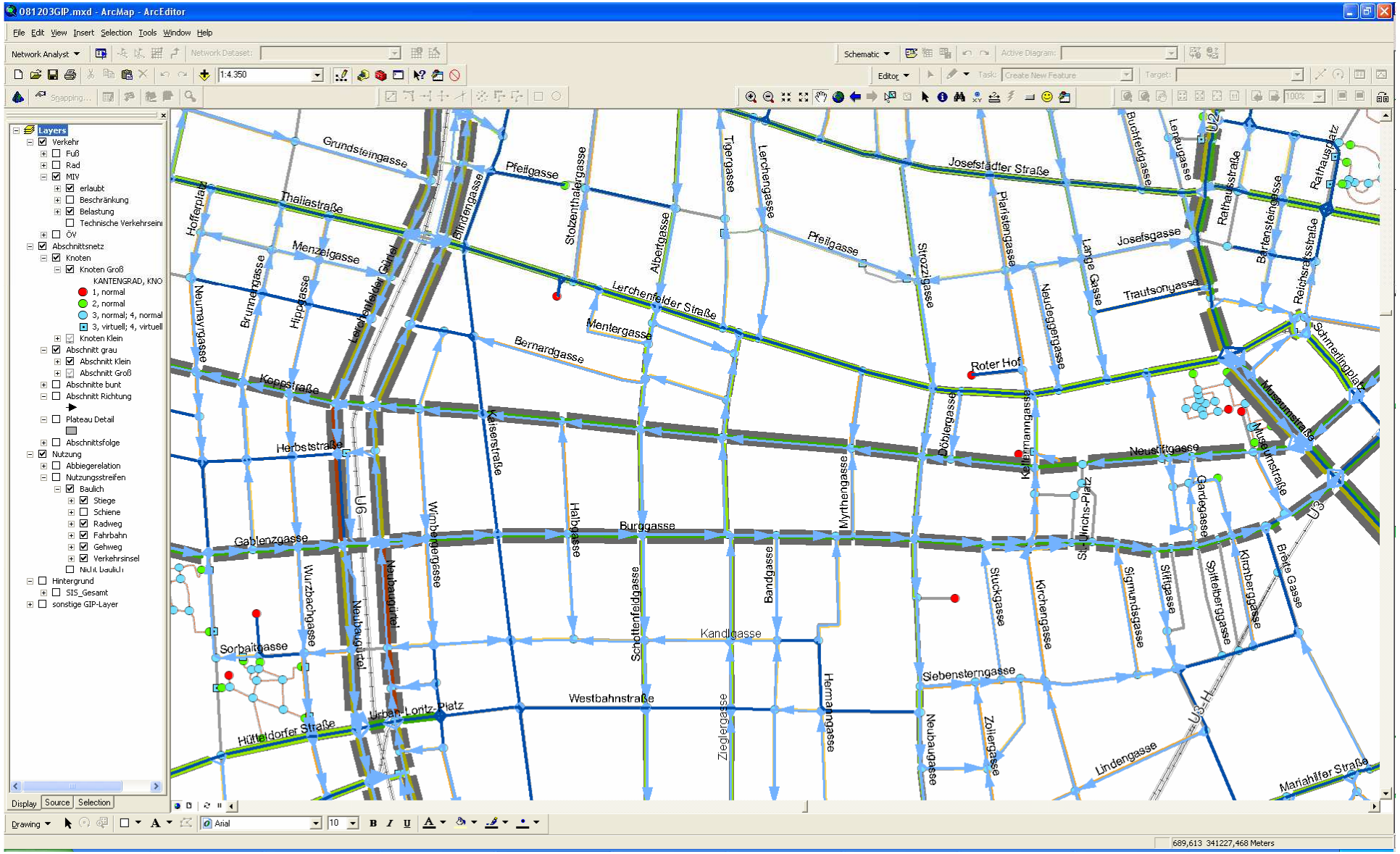

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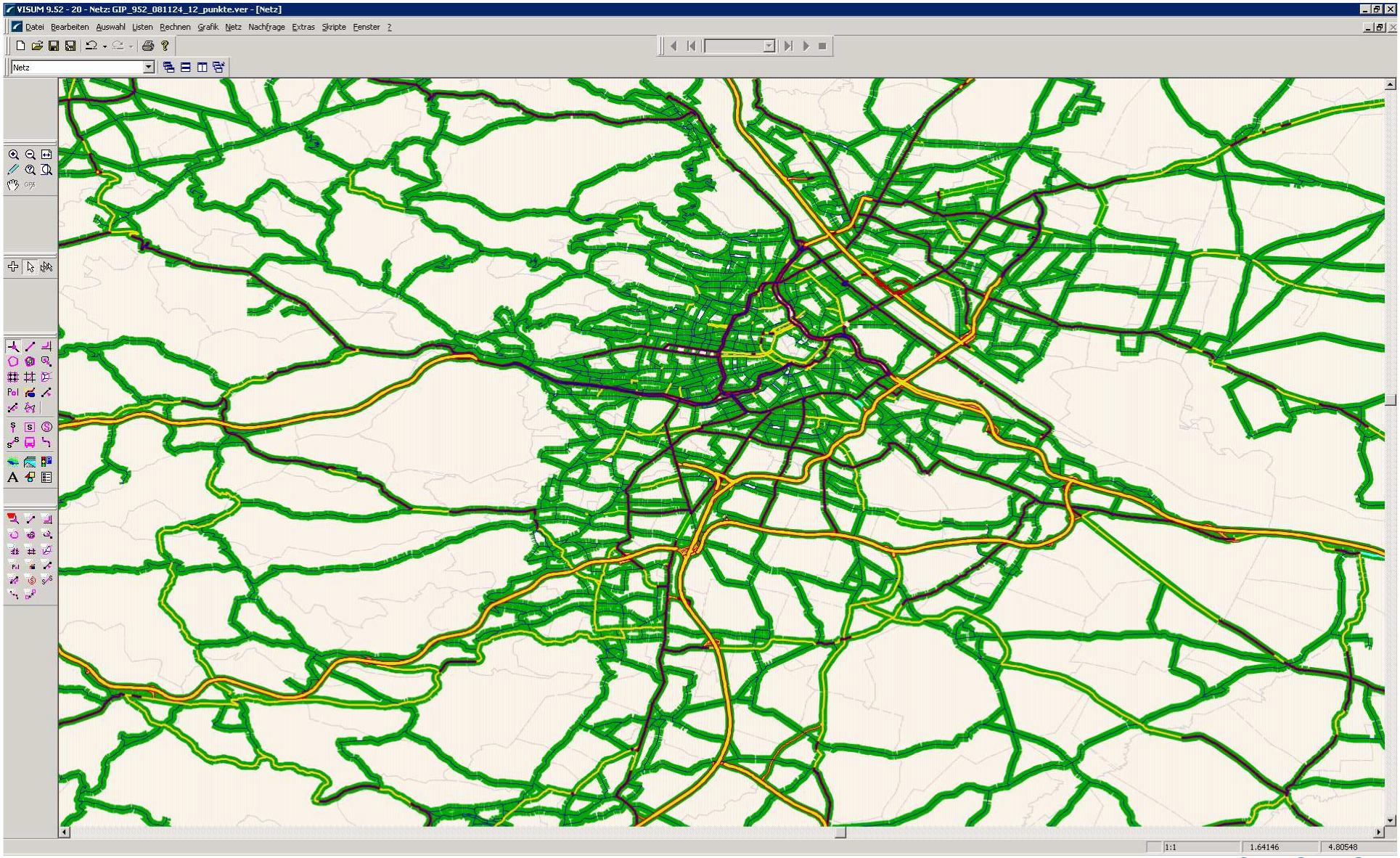
GIP Export VISUM



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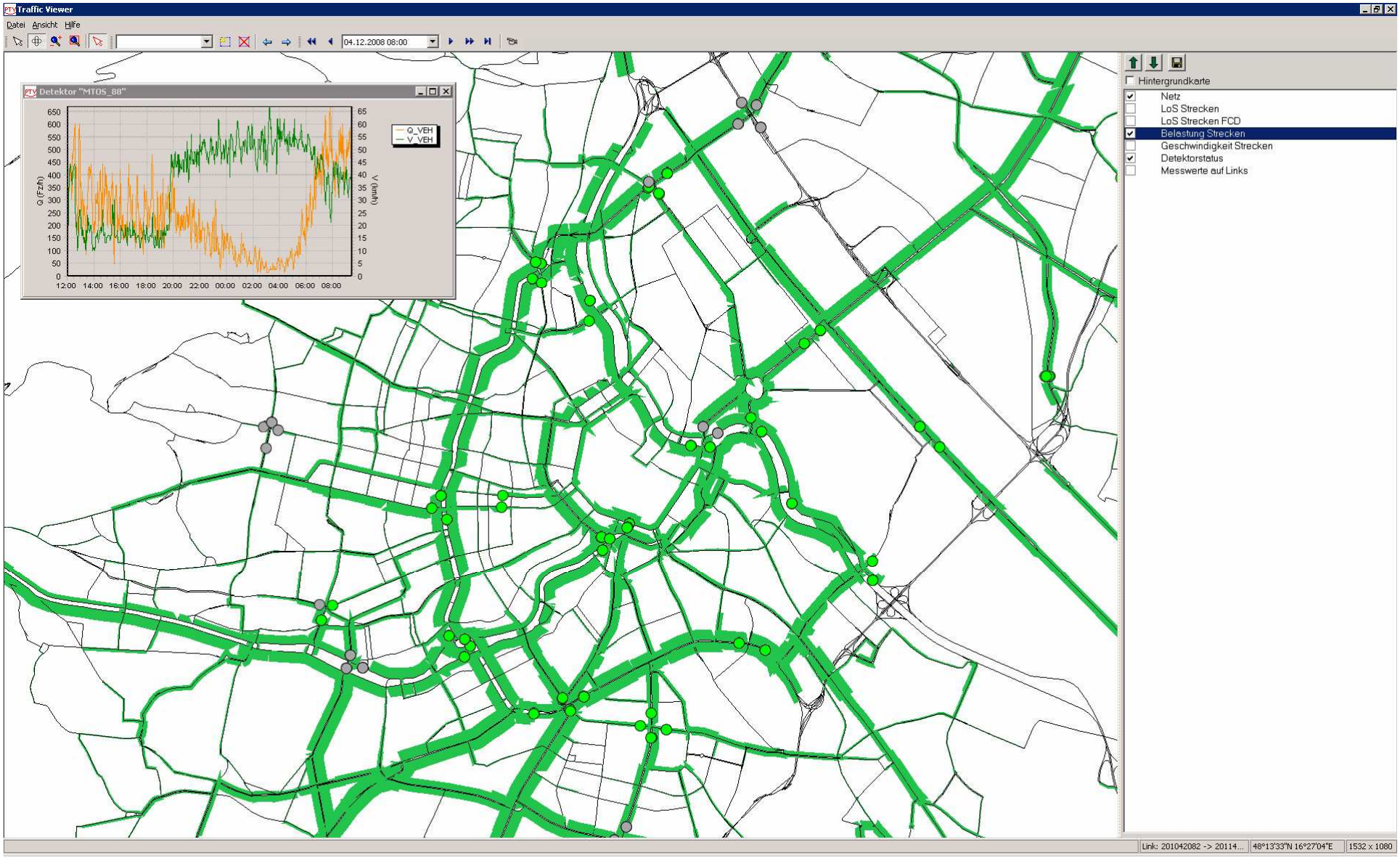
Detector Vienna



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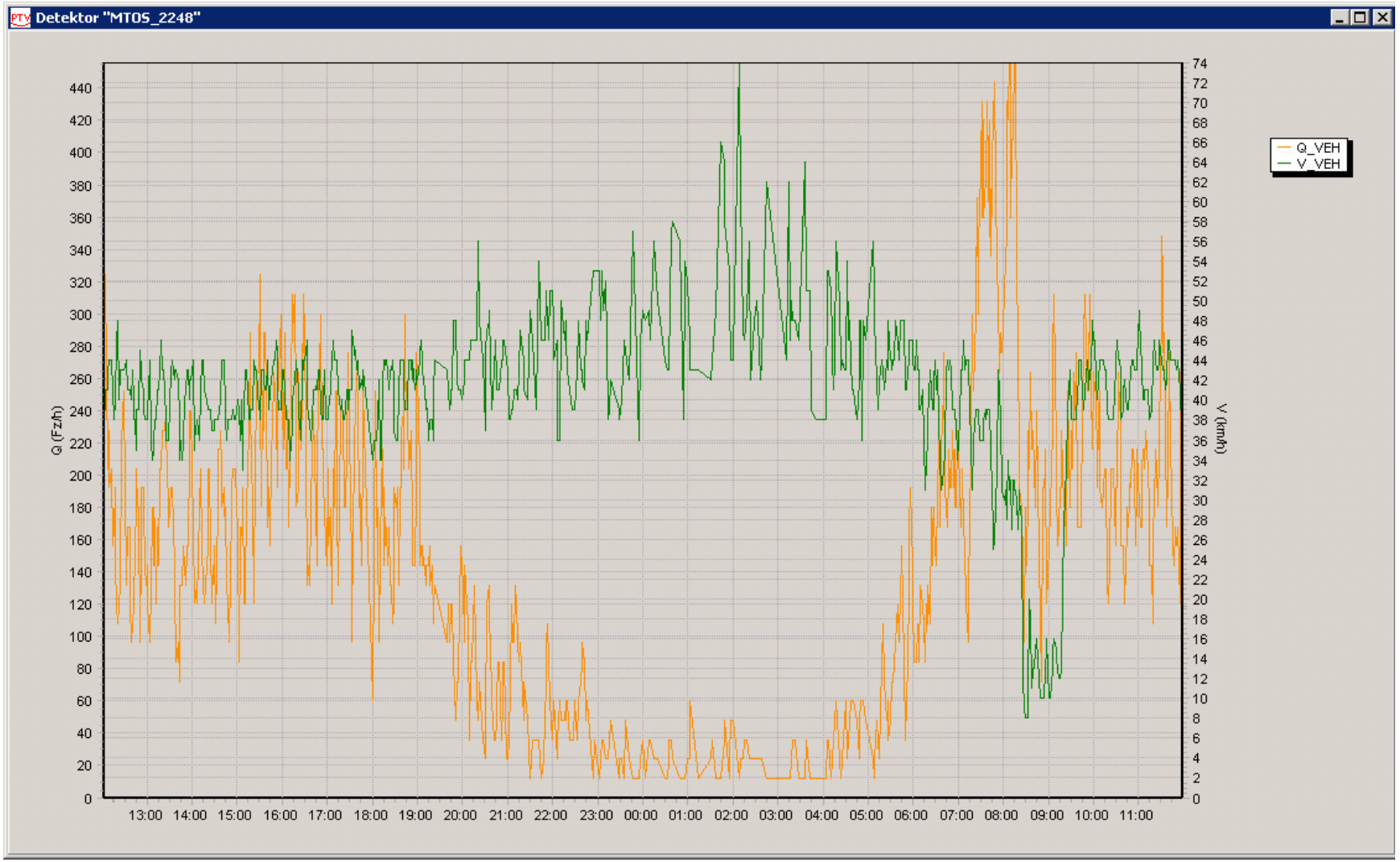
Detector data: Q, V



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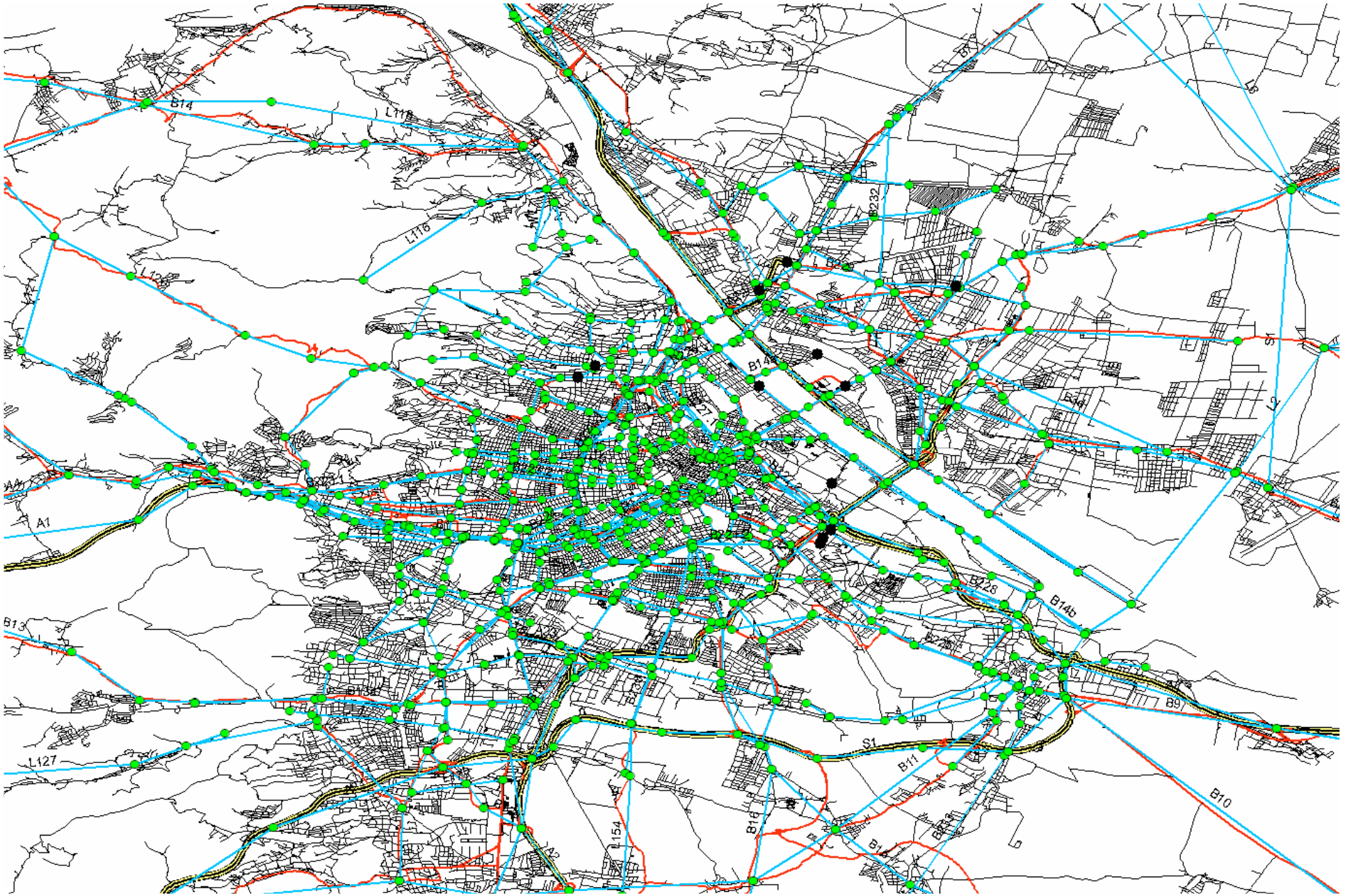
Count locations Vienna



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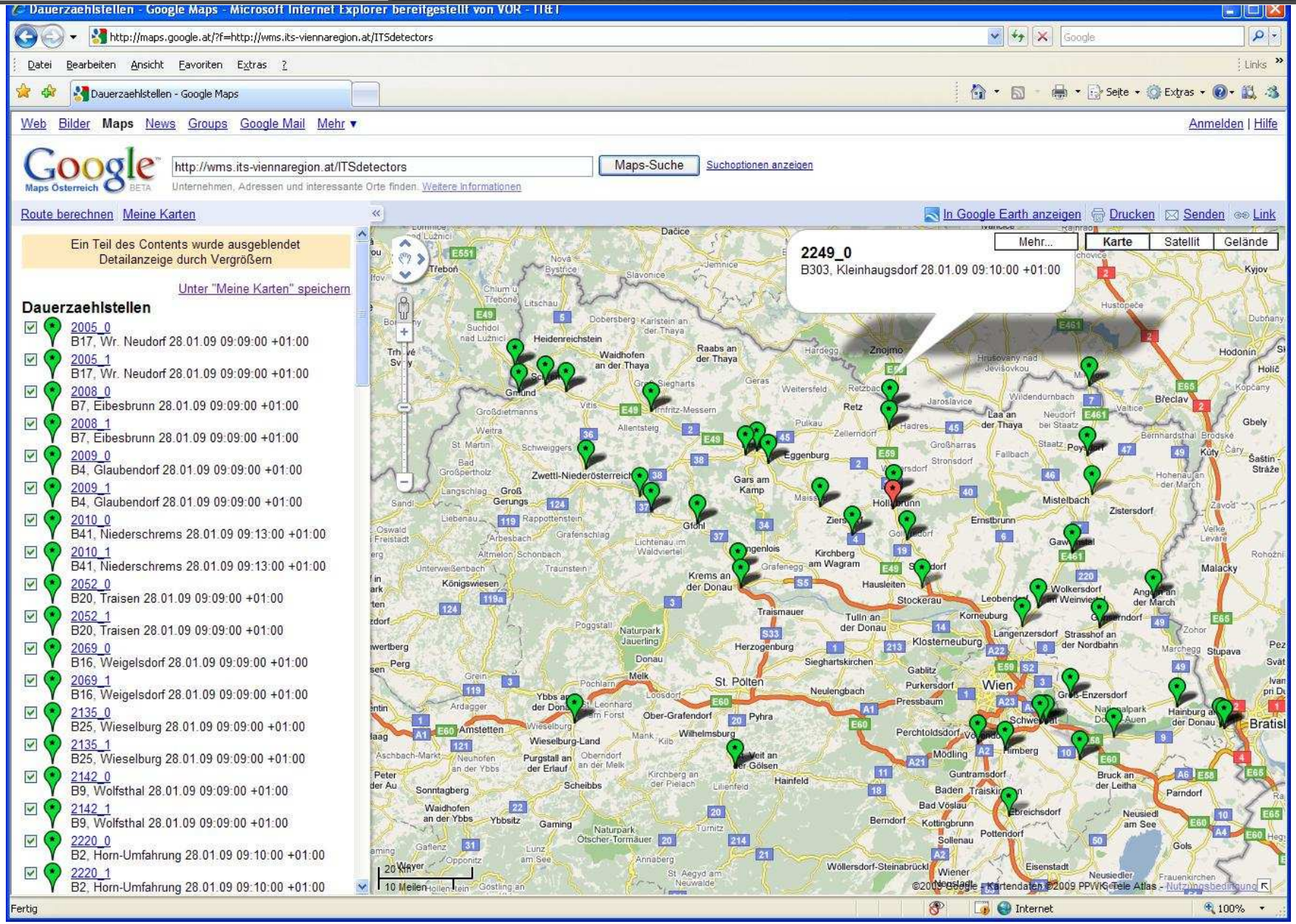
Count locations Lower Austria



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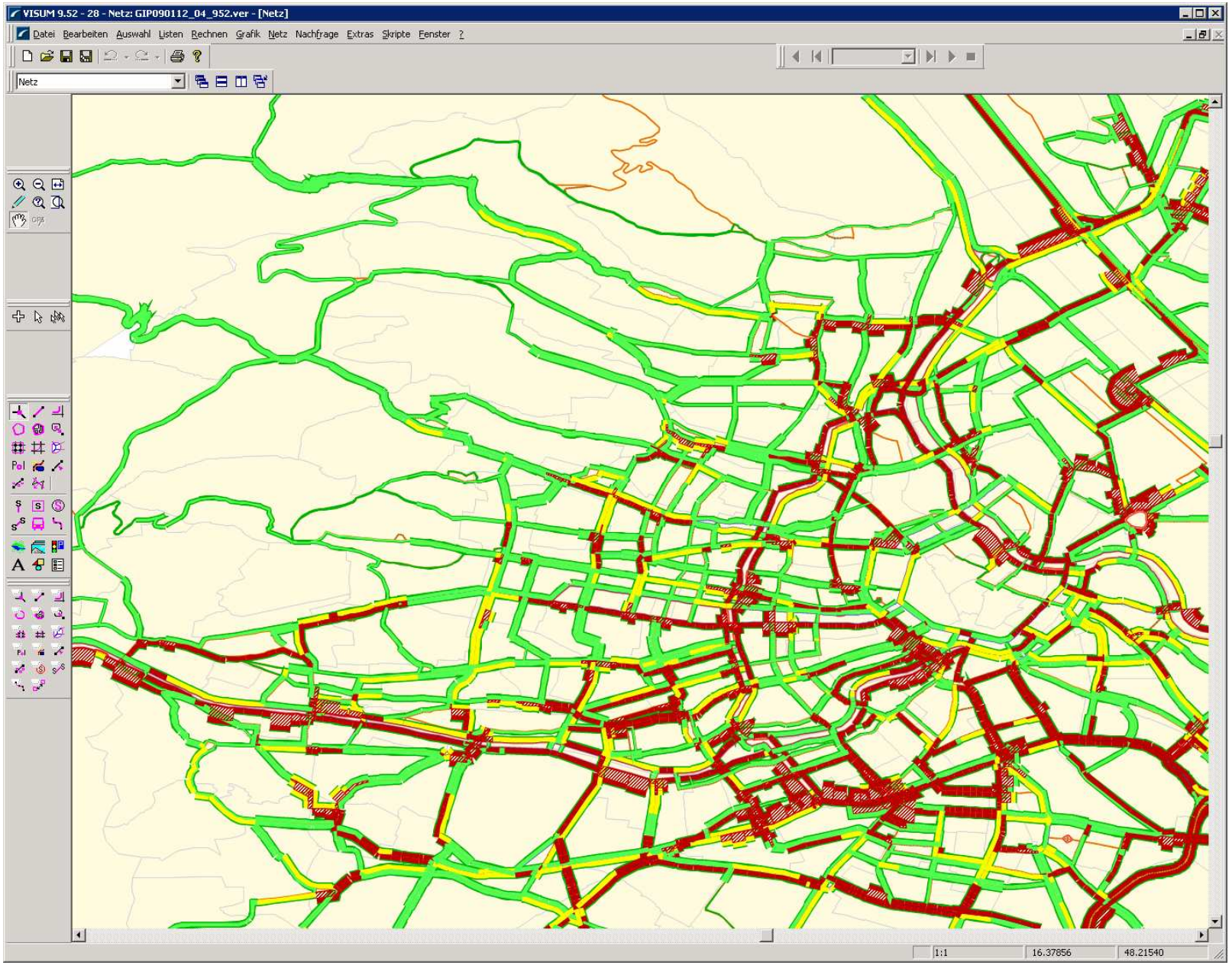
VISUM Online Vienna



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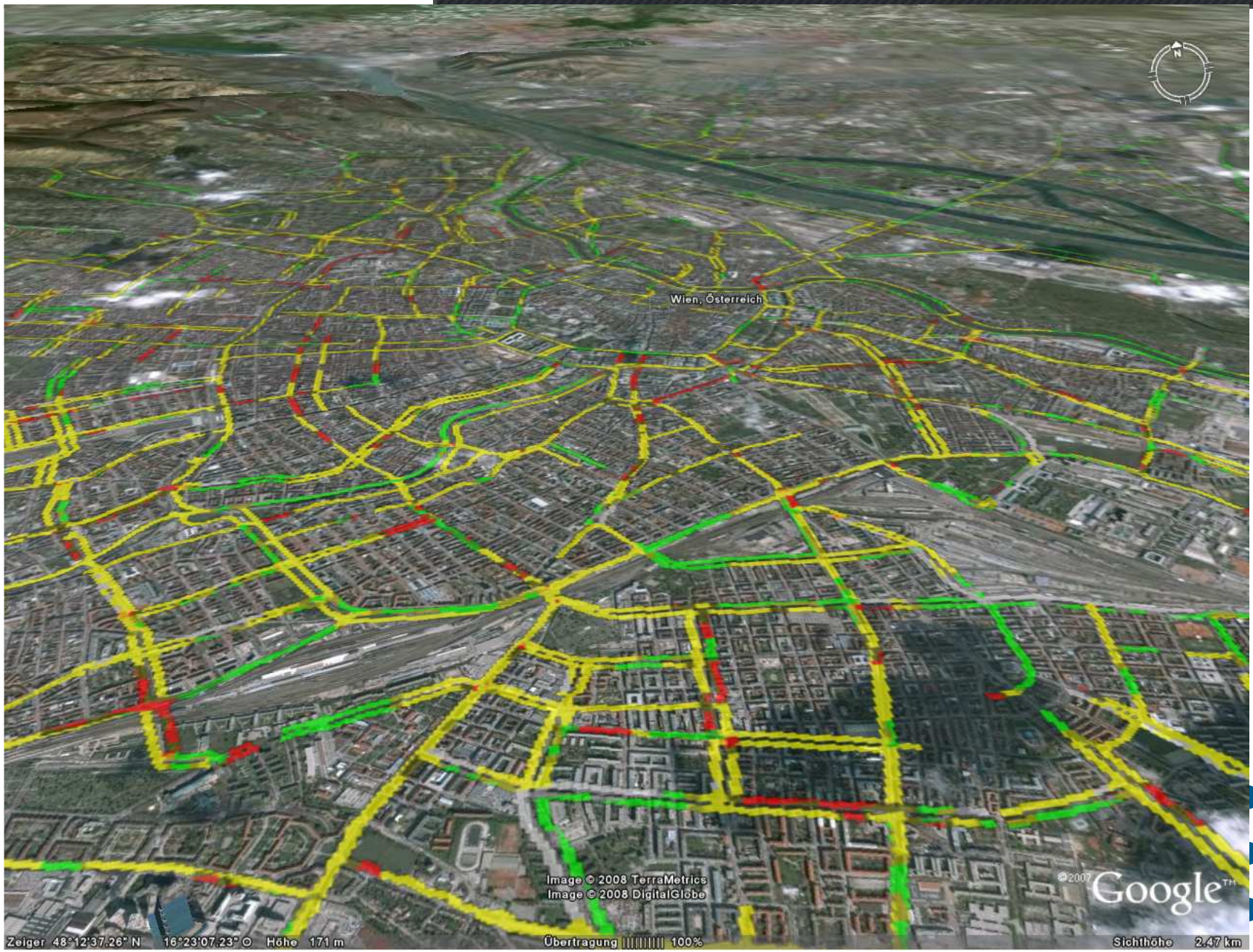
Traffic state in Google



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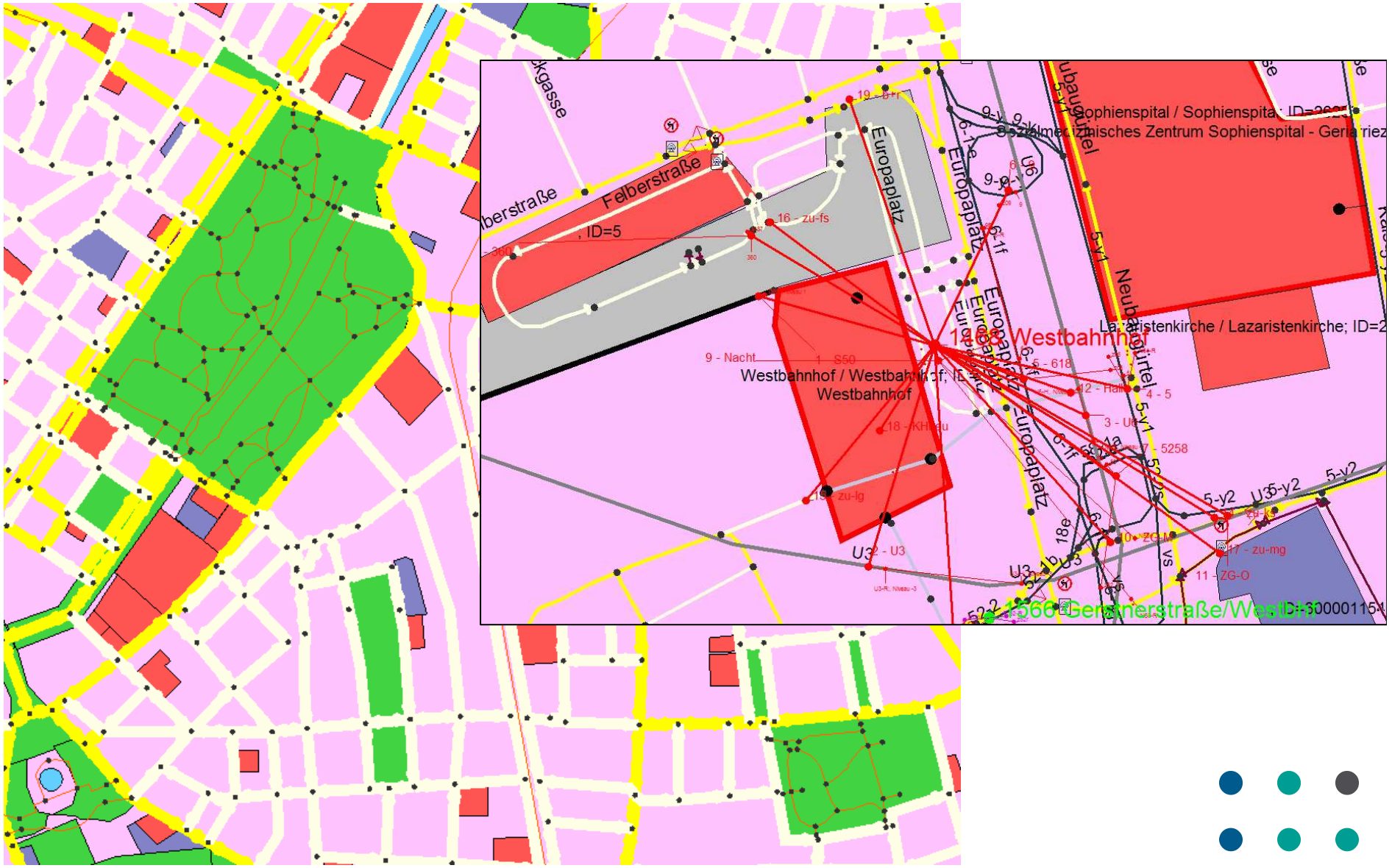
GIP Export DIVA



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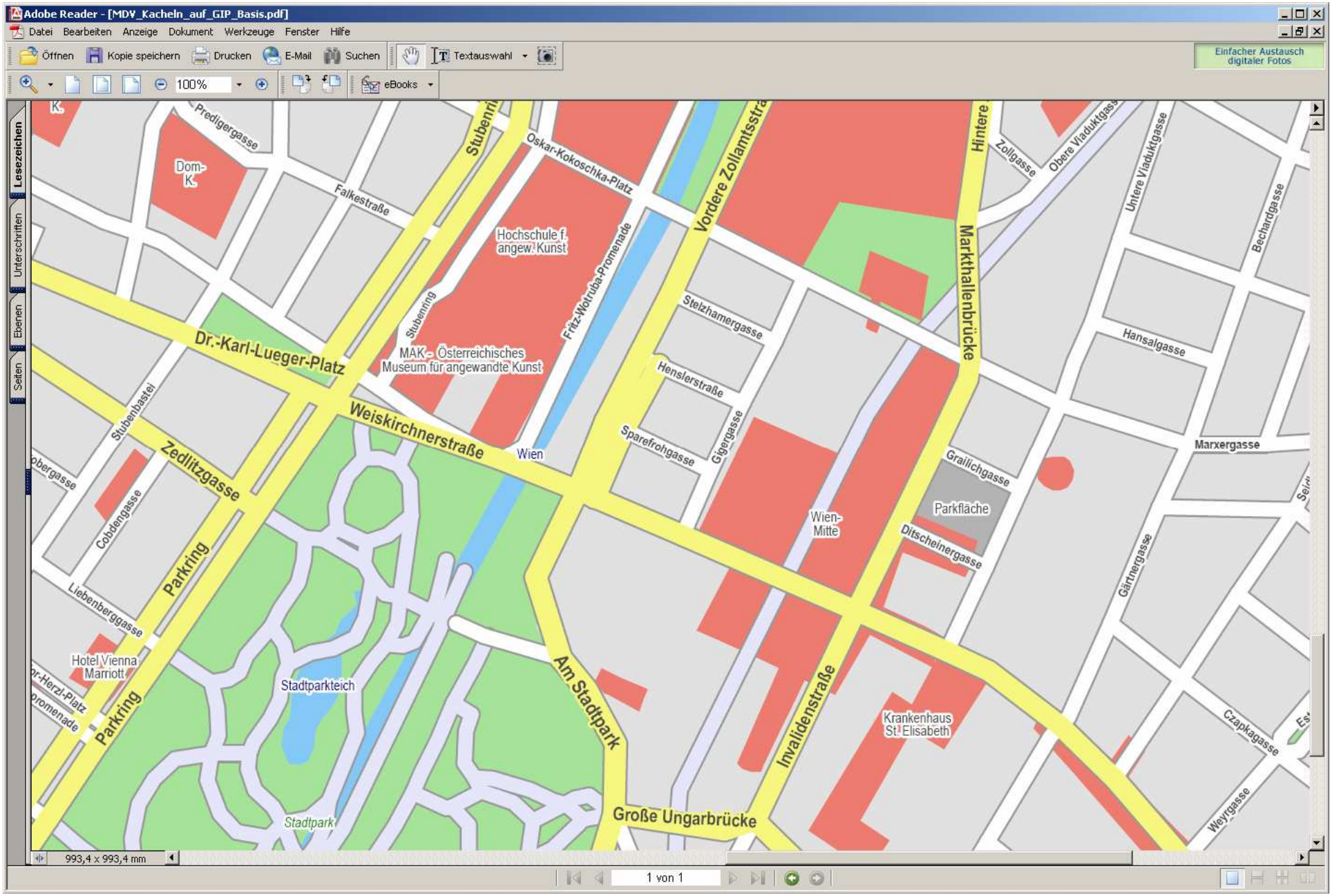
Information sectors



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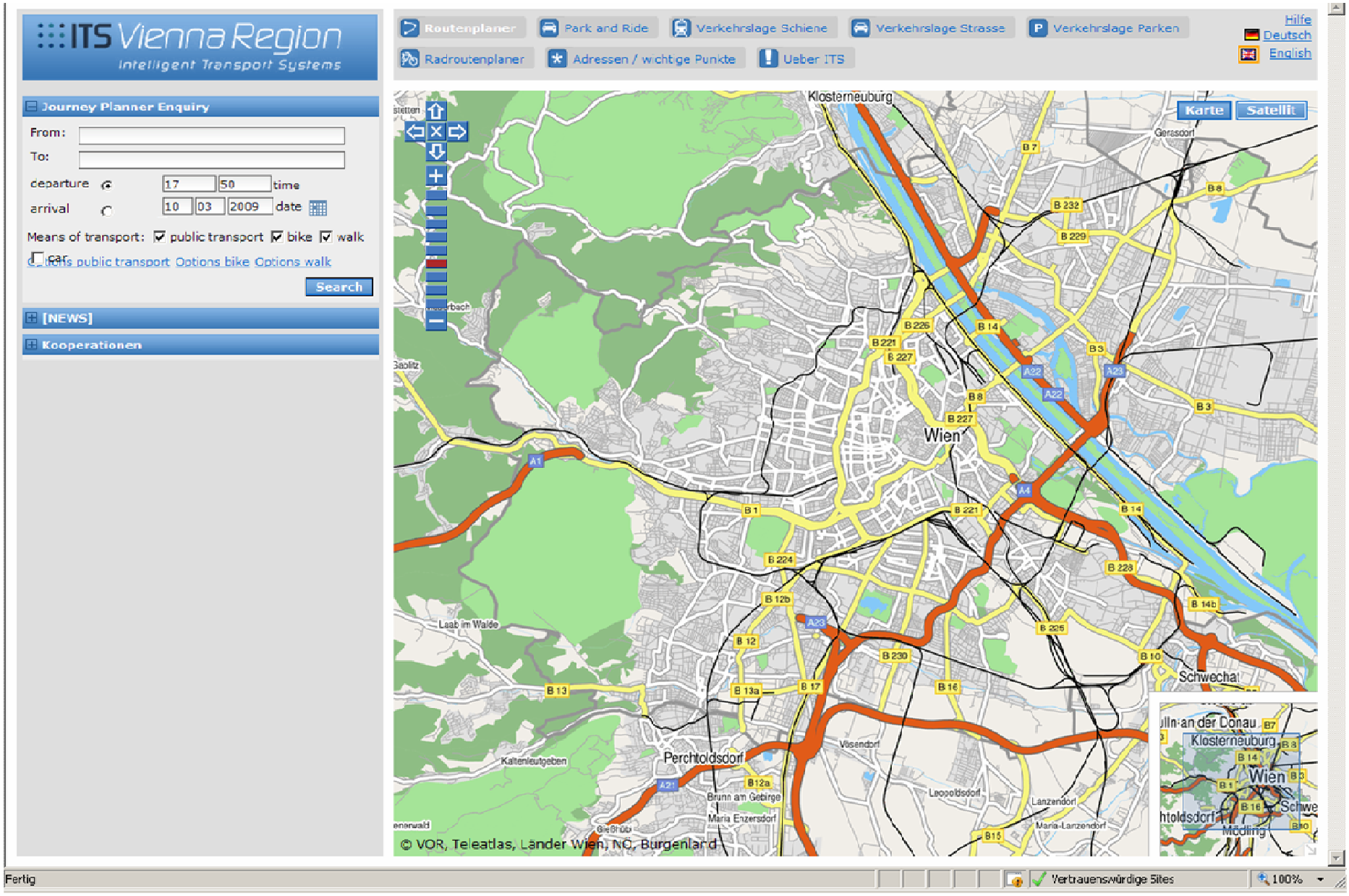
Demonstrator entrance



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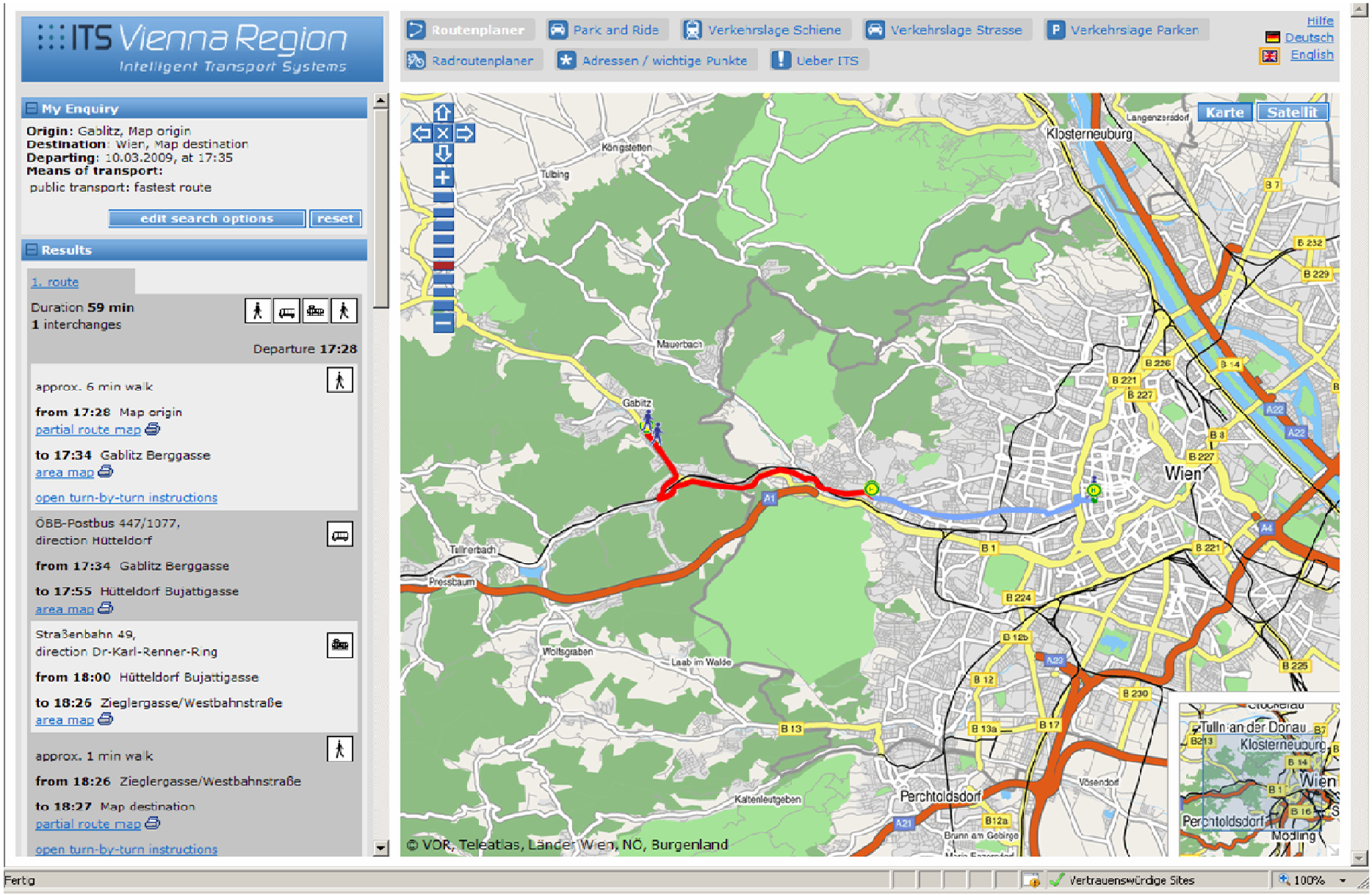
Demonstrator public transport



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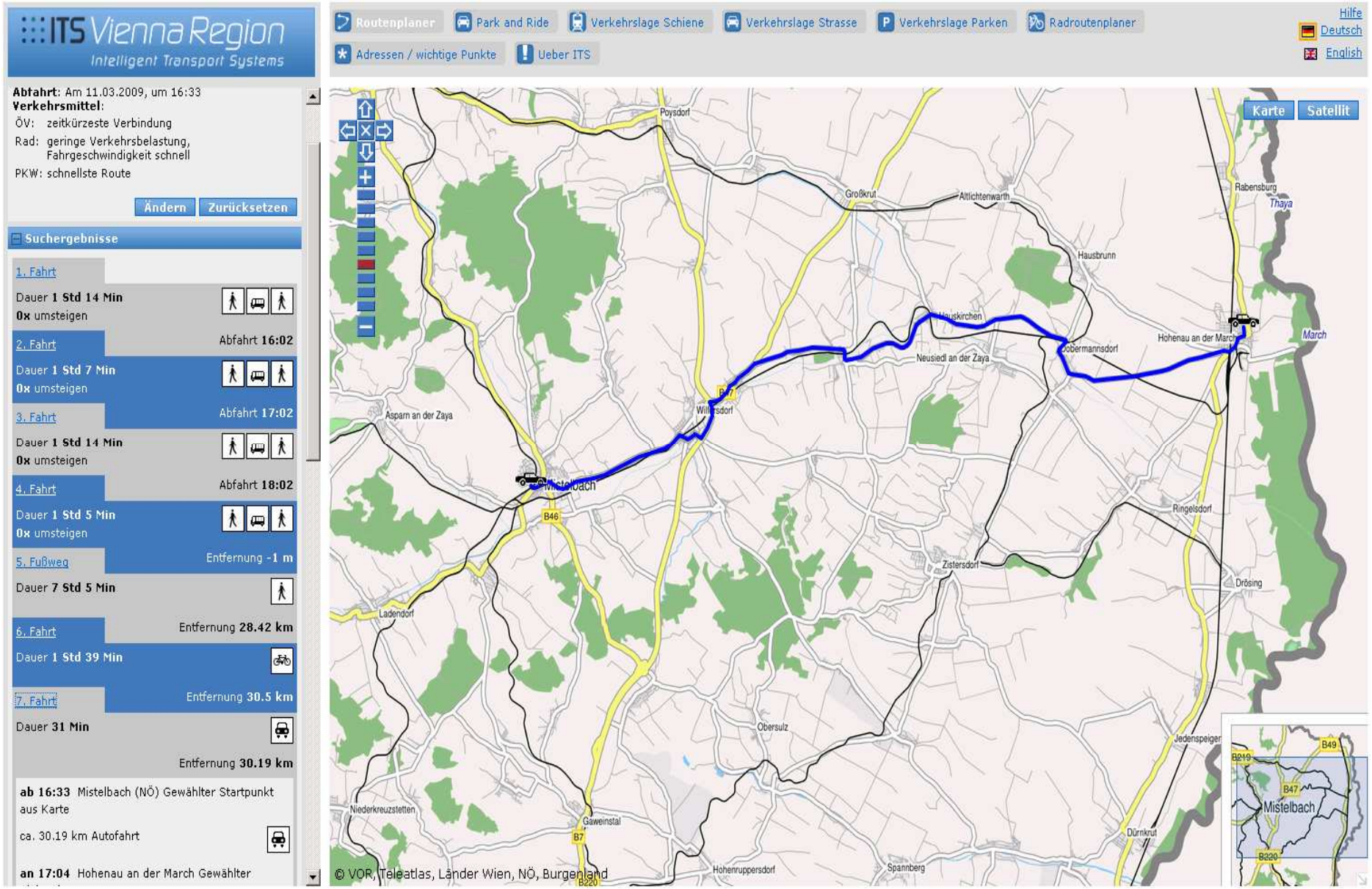
Demonstrator routing for optional modes



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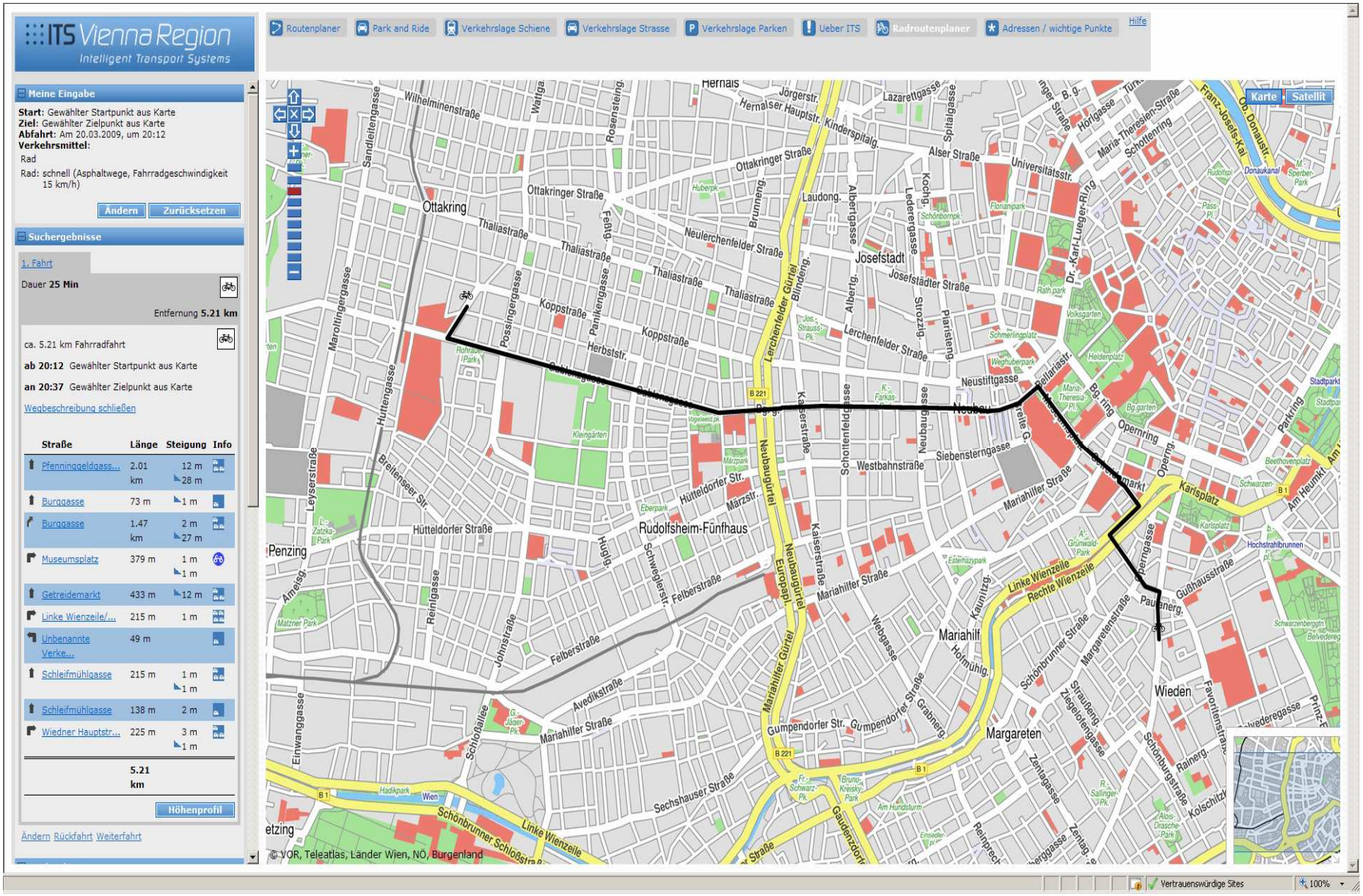
Demonstrator bike routing



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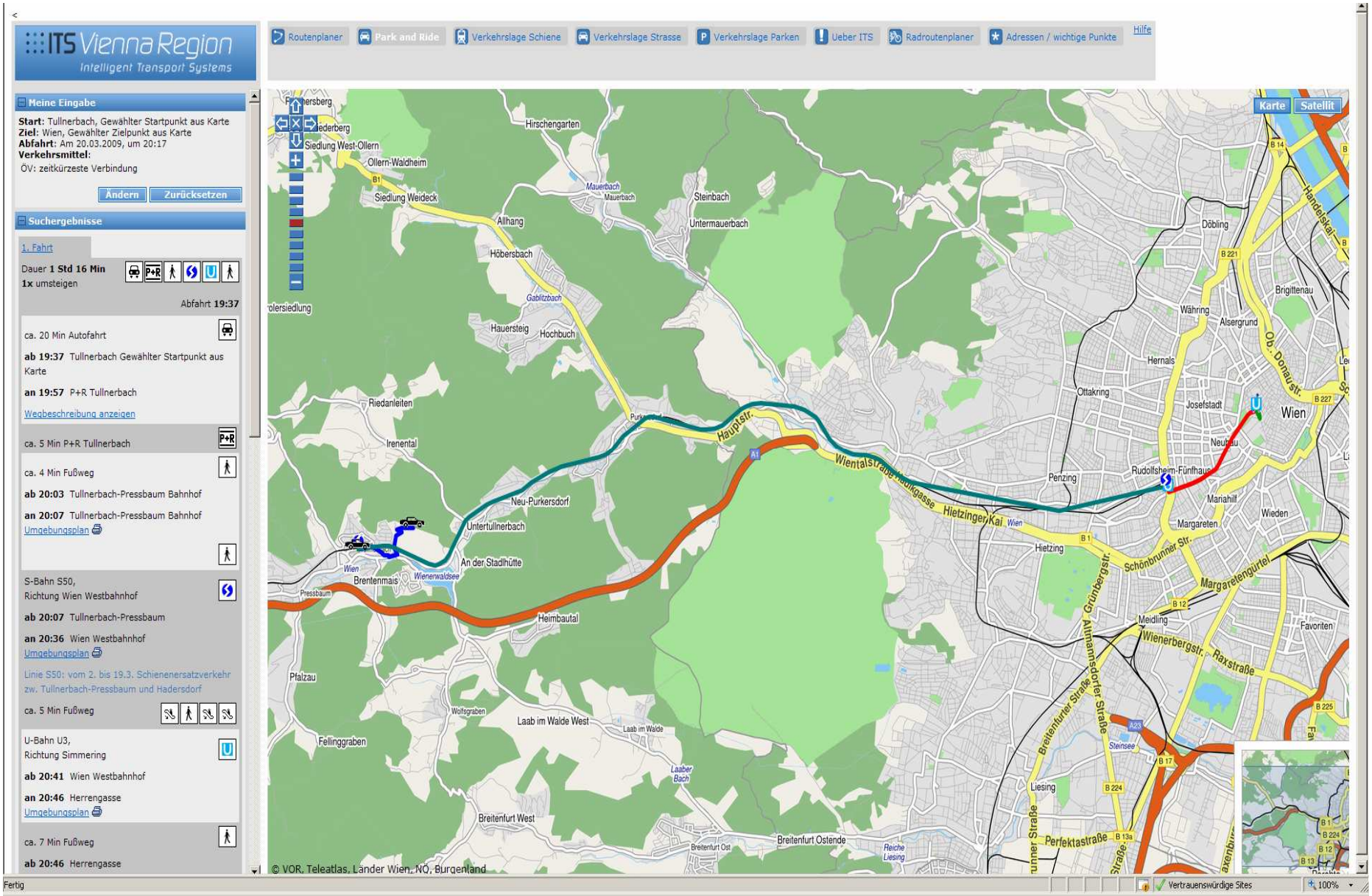
Demonstrator Park&Ride



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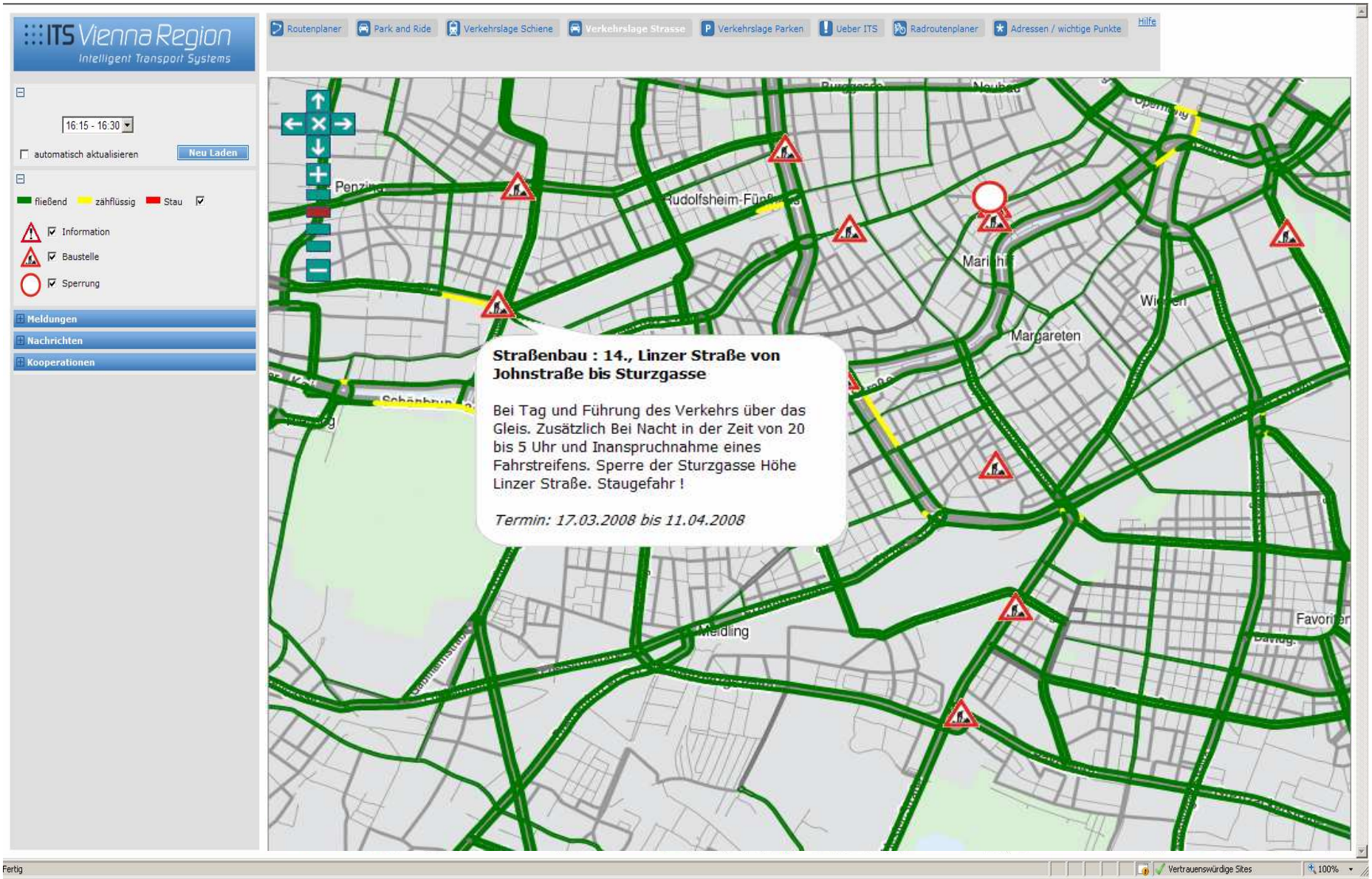
Demonstrator situation on the road



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Data privacy

- ***No individual-related data*** is used by ITS Vienna Region.

- Government administration and transportation companies **anonymize their data before transmission** to ITS Vienna.

- We use number plate recognition and Bluetooth identification to measure traffic flow. This data is made anonymous by a ***strong cryptographic hash function*** in the detection unit.

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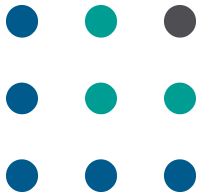
Business case and usability

- Business case:
  - So far, **nobody makes money** with traffic information services.
  - Users are reluctant to pay for traffic information services.
  - Public authorities can charge commercial users ***prime costs.***
  - Traffic information is a service of ***public interest.***

- Usability:
  - ***Learn from good examples*** of information sites on the internet
  - Strive for good ***usability and portability*** on mobile devices
  - Focus on ***the latest mobile phones***
  - Keep interface (and functionality) ***simple***



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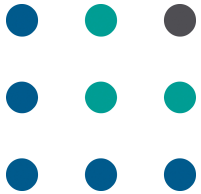
EU ITS Action Plan

- We consider the EU **ITS Action Plan** an important step towards an European traffic management and information infrastructure.

- Public authorities demands:
  - Data exchange between public and private partners must be mutual (or negotiable).
  - If public data for routing recommendations mus obey rules of public interest :
    - No through traffic in residential areas
    - Respect HGV bans
    - Realistic comparison of public transport with true car travel and parking times.



Thank you for your attention!

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