

Status Quo

Existing real-time information services for road traffic and public transport are in the majority of cases developed only for a special area and/or for only one mode of transport. The integration of such services is still rather uncommon and primarily only realised in research projects in the form of a prototype.

Objective

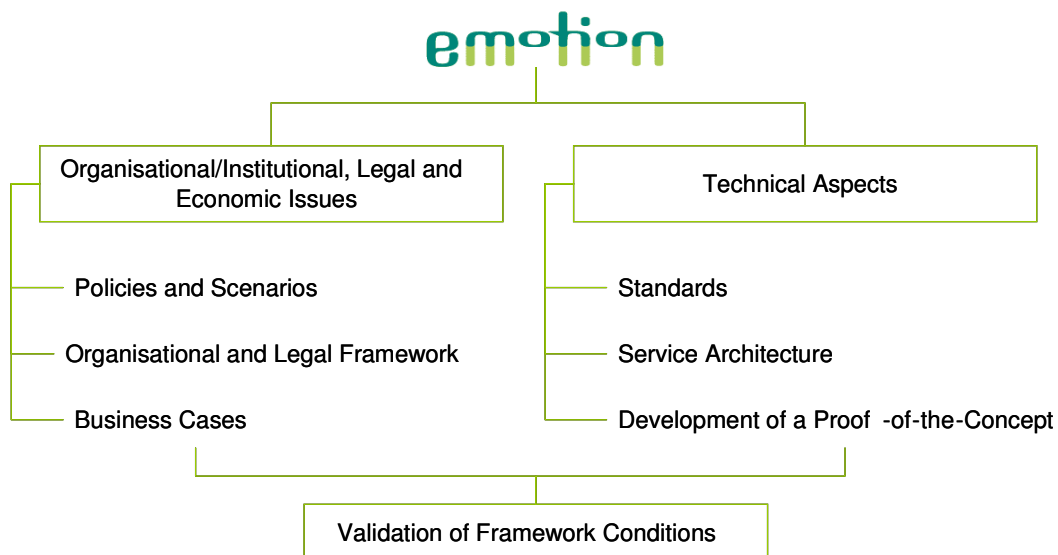
Against this background, the project aims at analysing the organisational, legal, economic and technical framework of a Europe-wide multimodal traffic information service (eMOTION) offering

- real-time traffic information to road and public transport users,
- dynamic (and multimodal) routing services,
- additional travel-related services such as tourist information or hotel reservation via on-trip-devices like PDA/Smart Phones or in-car-systems

The main objective consists in identifying obstacles towards an implementation of the eMOTION service stemming from the general framework it will operate in.

Approach

The project approach basically rests upon *two conceptual pillars*: one referring to the *organisational, legal and economic issues* and the second addressing its *technical aspects*.



Referring to the first pillar, policies and scenarios for a Europe-wide traffic information service are developed that integrate different types of public and commercial partners like content providers, service operators, service providers etc. from different modes of transport (road, rail etc.) with different legal status from countries all over Europe.

The policies and scenarios meet in an organisational and legal framework for the service architecture covering the structure of service delivery and contractual relations between stakeholders involved.

Facts & Figures

Contract Type: Specific Targeted Research Project (STREP)

Project Start: May 1, 2007

Duration: 24 months

Project Costs: 3.45 Mio €

Project Reference: TREN/06/FP6TR/S07.57248/019939

This framework provides the basis for the development of business cases to operate such information services for example in a public-private-partnership cooperation, and for the exploitation and transfer of project experiences and results on a European level.

The second pillar of the project is the specification of technical aspects of the service architecture, including applicable standards and their integration, and the service architecture addressing the deployment of the eMOTION service and its availability from a technology point of view. Finally, all framework conditions identified are subjected to an extensive validation, including an assessment of the service range and of acceptance indicators, to demonstrate the feasibility of the concept.

Use Case

The End User, a traveller, is looking for real-time traffic information. He/she has a device that is able to determine its location, and is able to connect to the service provider. Our traveller starts an eMOTION application on his device. The application may be software that is already installed on the device or may be running on a remote server provided by an eMOTION Service Provider.

The invoked application will then determine the location of the traveller (automatically or interactively) and in addition ask for additional input by the traveller to determine his information need using thematic (modes-of-transport, special requirements etc.) or spatial parameters (location, destination etc.).

So, for example in the case of a long-distance car journey, information may be requested for highways along the routing corridor while urban information is only requested in the destination area. After processing and integrating the different input streams, the traveller receives his requested traffic information. Depending on his needs, the information may be updated periodically or in case of changes.

Partners

ASFINAG – Autobahnen- und Schnellstrassen Finanzierungs- AG	AUSTRIA
HiTec – Vereinigung High Tech Marketing	AUSTRIA
Tele Atlas	THE NETHERLANDS
Telematix Service	CZECH REPUBLIC
momatec GmbH	GERMANY
OneStepAhead	GERMANY
interactive instruments	GERMANY
micKS MSR	GERMANY
Softeco Sismat	ITALY
Comune di Genova	ITALY
AMI – Azienda Mobilità e Infrastrutture	ITALY
TIM – Telecom Italia Group	ITALY
Ministry of Transport	SLOVENIA
TSS – Transport Simulation Systems	SPAIN