



Systems in motion

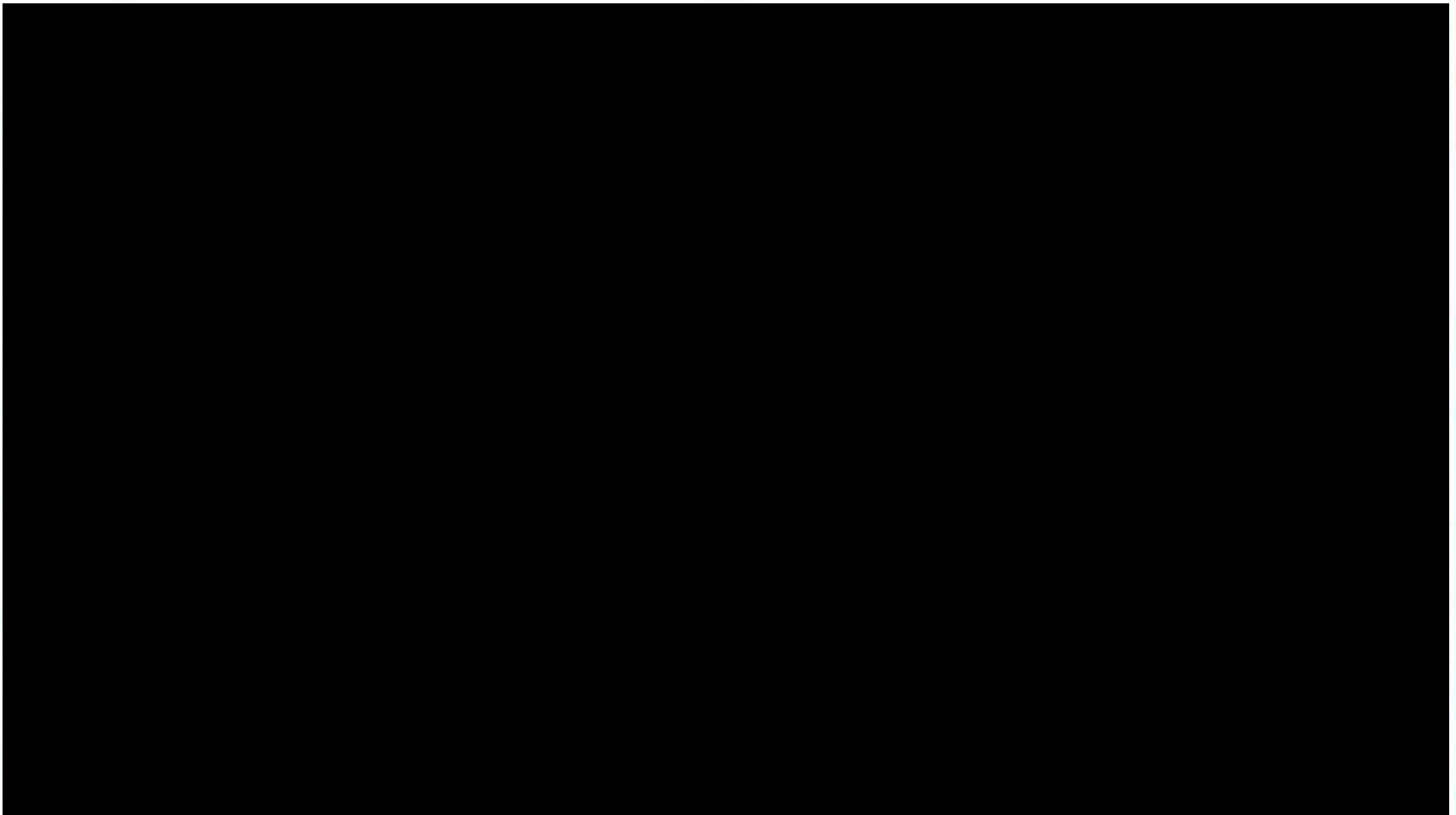
Traffic management and data via DAB

Jan Linssen, CEO ARS T&TT





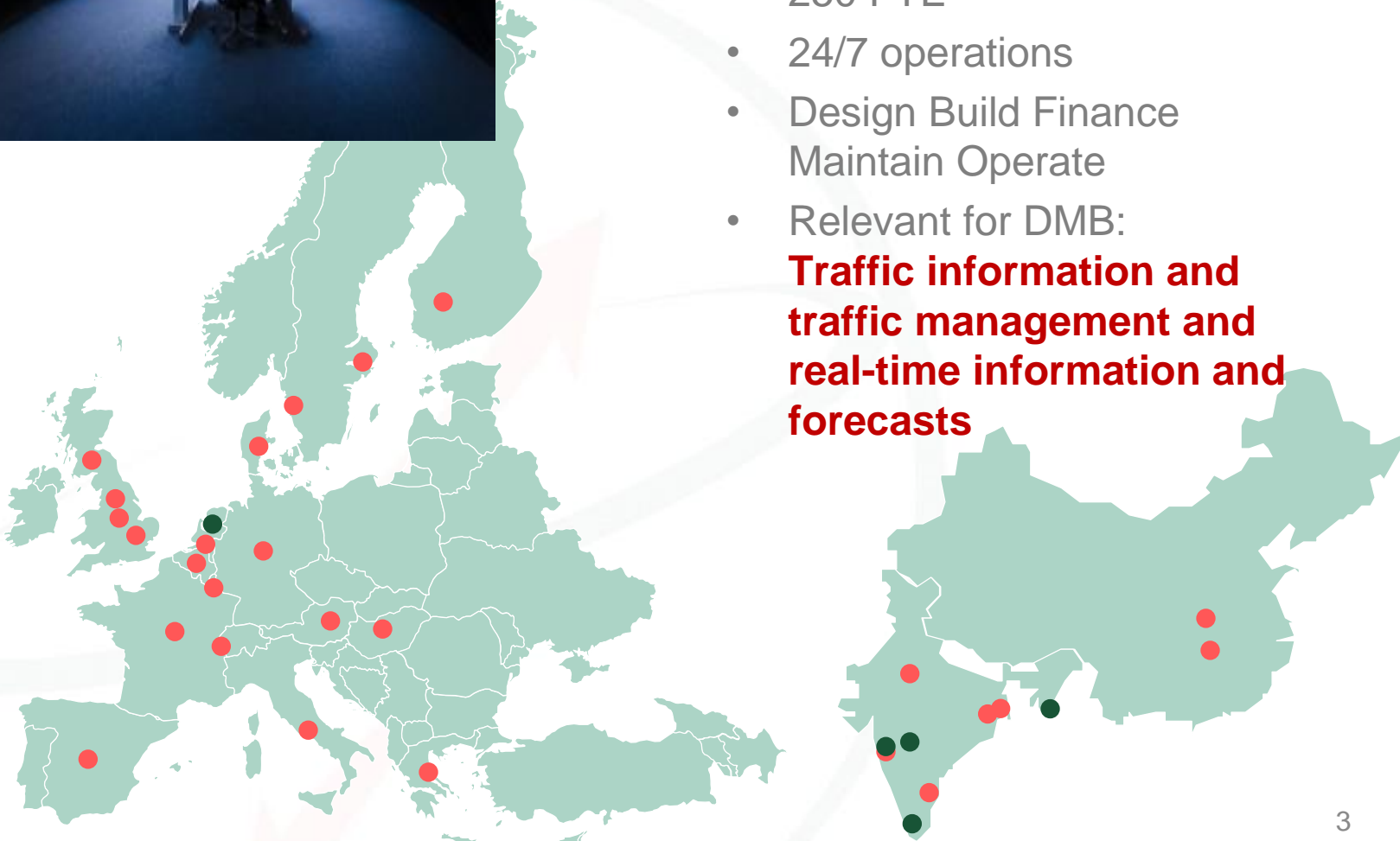
Travelling in the future. When will we be there? 2018 – 2022 - 2028?





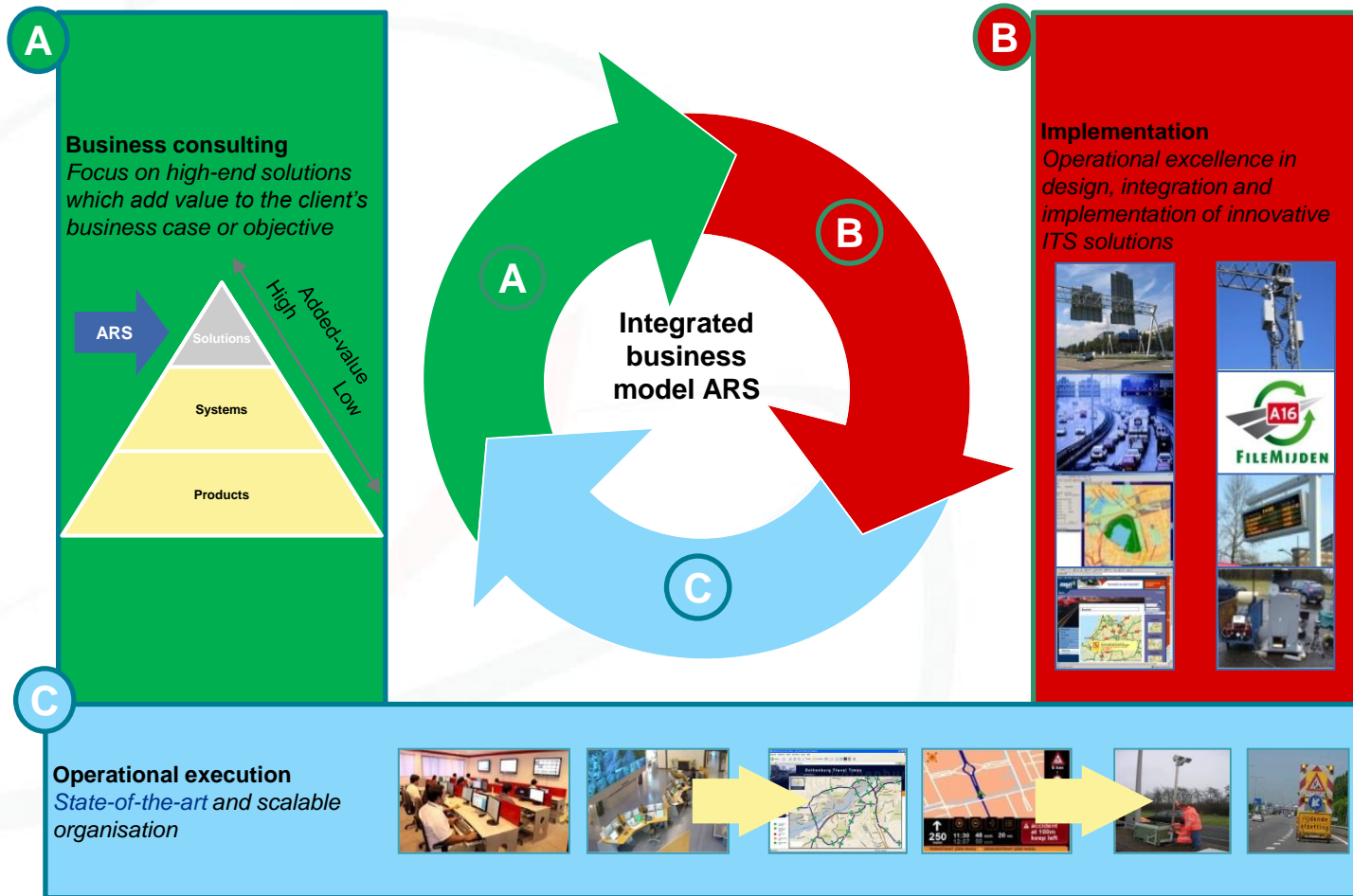
- 15 yrs of success in road, rail, water and air transport technology
- 250 FTE
- 24/7 operations
- Design Build Finance Maintain Operate
- Relevant for DMB:

Traffic information and traffic management and real-time information and forecasts

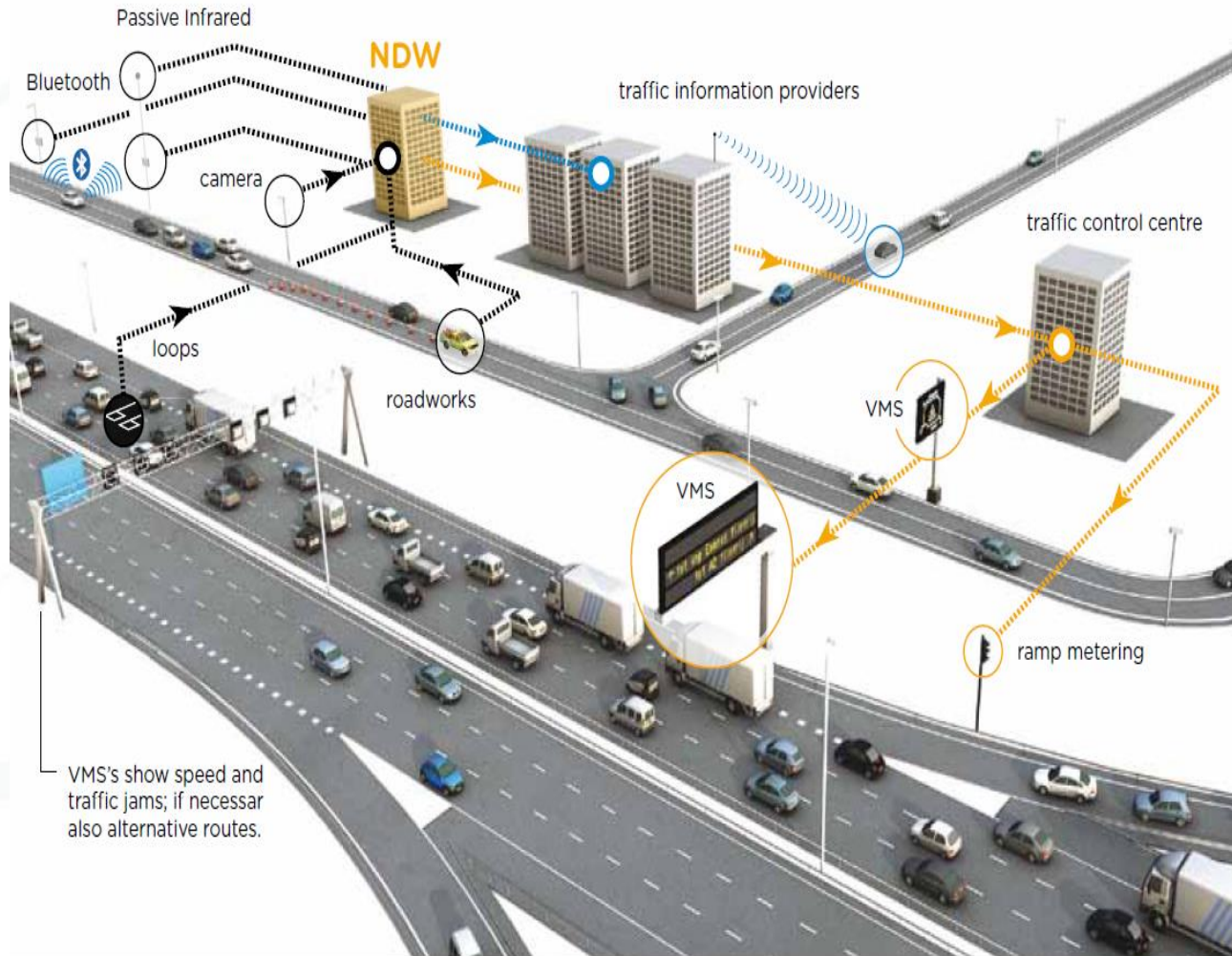




ARS T&TT's Business Model



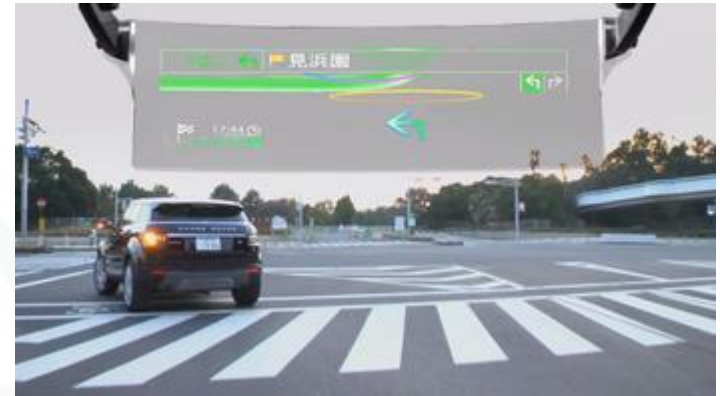
Traffic Data Warehouse





Travel information: Next steps - Vision !

- Pre-trip and on-trip, always !
- Not only static, but real-time and preferably forecasted
- Guaranteed up to date, also during events / incidents
- Reliable
- Interactive
- Mixed with other relevant news
- Open for advertisements to build business case



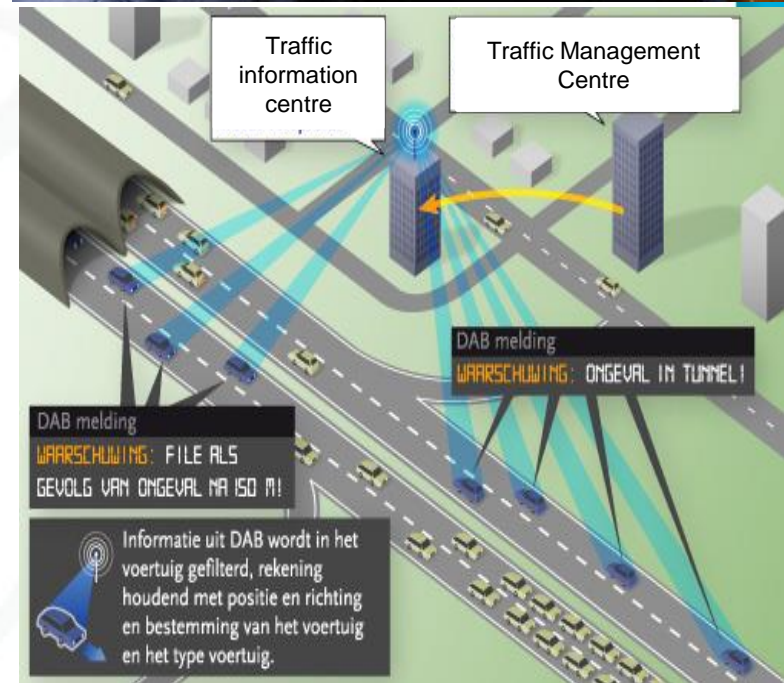
In 5 Years





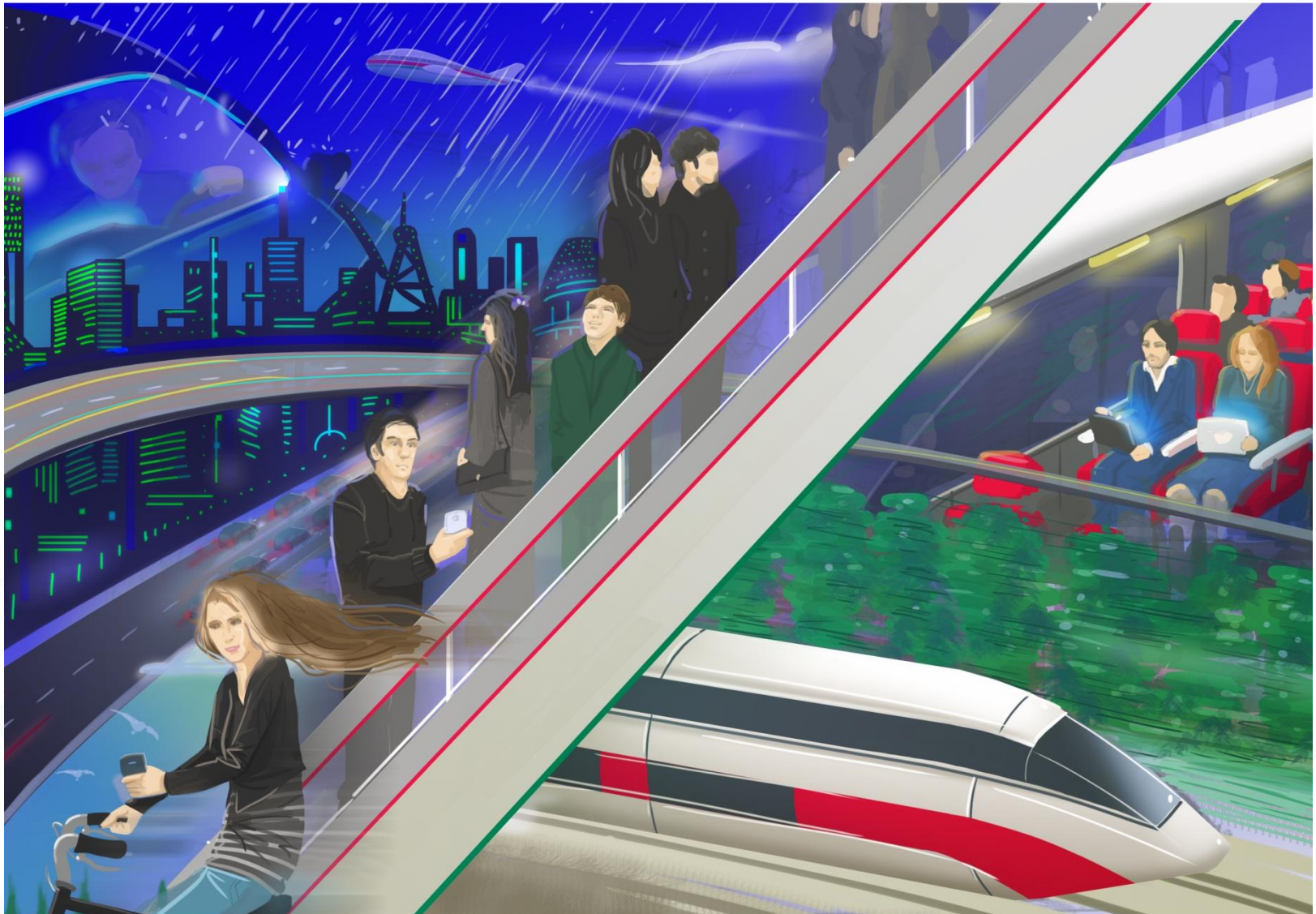
Vision on communications

- Hybrid solutions of DAB and 3G/4G are future proof
- 3G/4G for
 - Obtaining personalised information
 - Interaction with traveler
 - Obtaining information from the traveler
- DAB+/DMB
 - Bulk travel data exchange
 - Information on events and incidents
 - Time critical traffic management information
 - Infotainment on the road



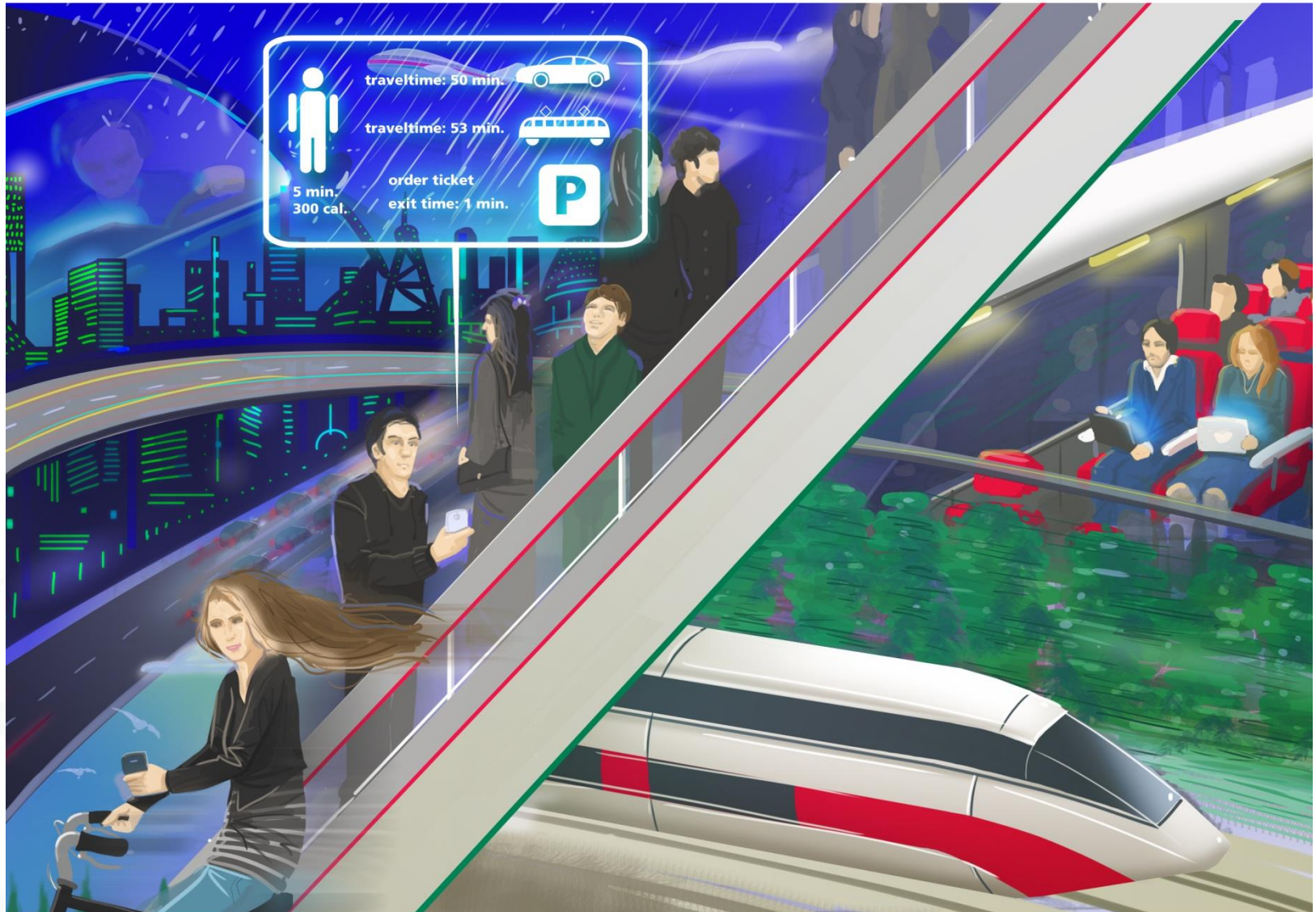


Future travel with DAB+



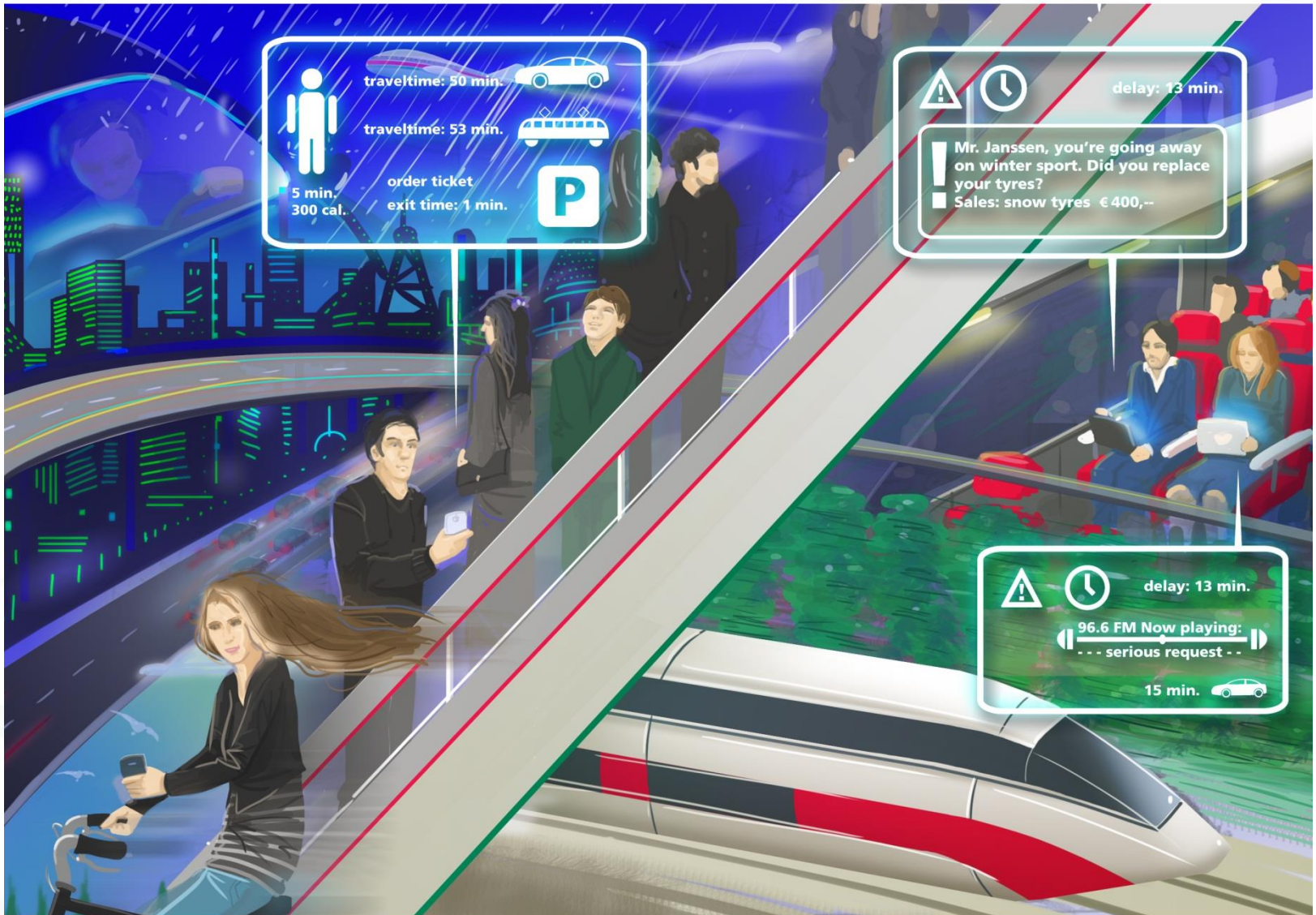


Future travel with DAB+



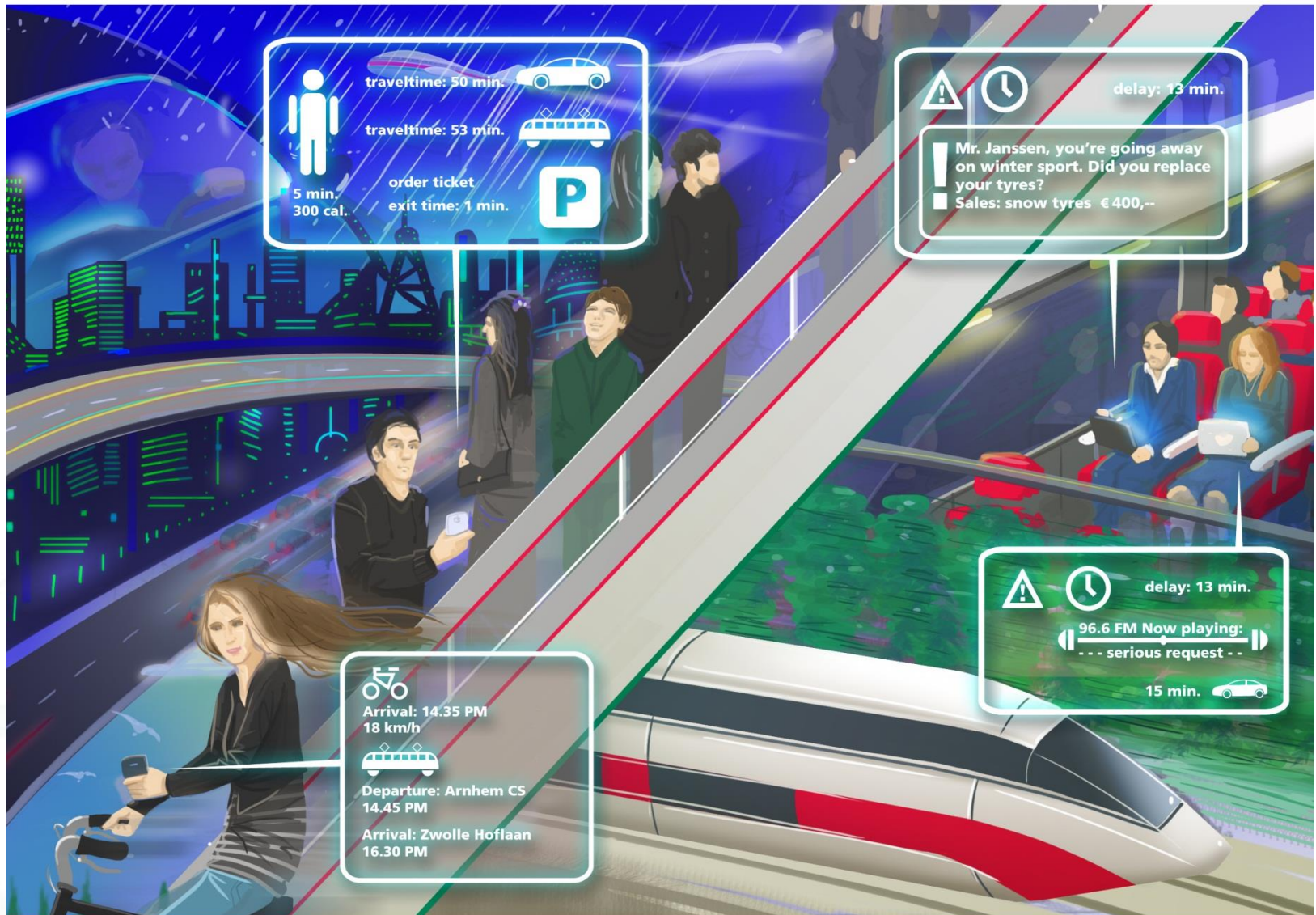


Future travel with DAB+



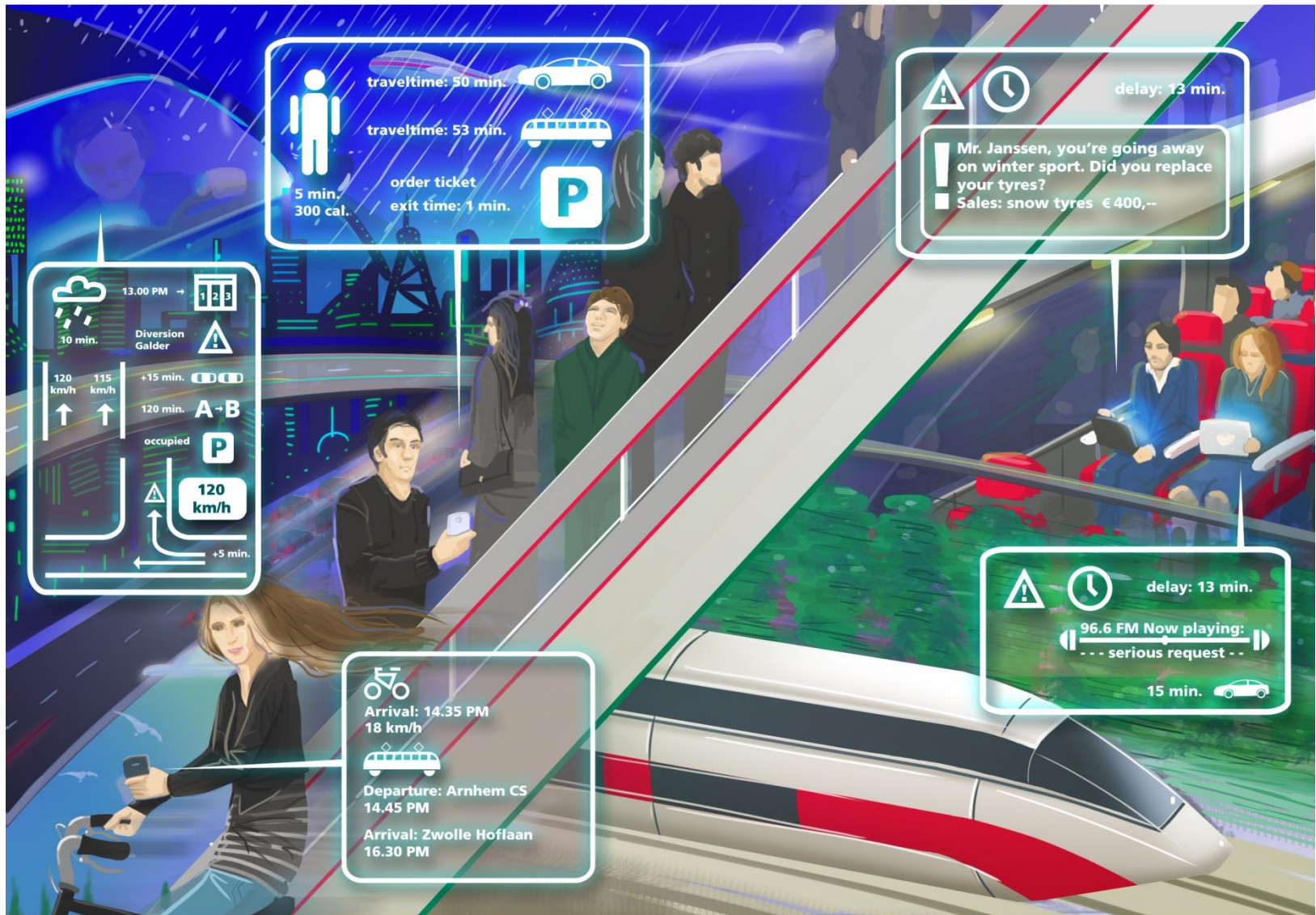


Future travel with DAB+



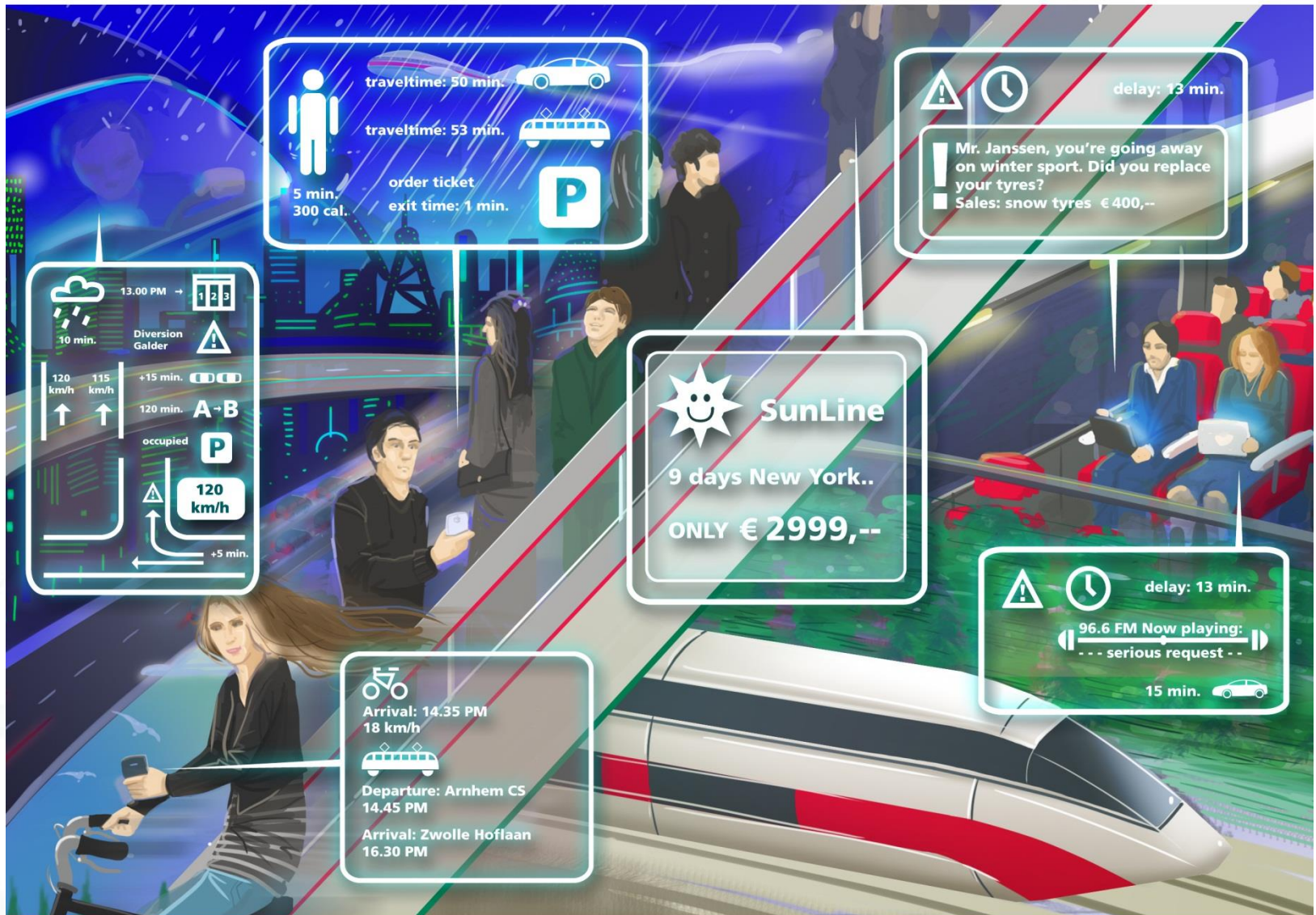


Future travel with DAB+





Future travel with DAB+




 traveltime: 50 min. 
 traveltime: 53 min. 
 5 min. 300 cal. 
 order ticket
 exit time: 1 min.



 delay: 13 min.
 Mr. Janssen, you're going away on winter sport. Did you replace your tyres?
 Sales: snow tyres € 400,-

13.00 PM → 
 10 min.  Diversion Galder
 120 km/h ↑  +15 min.
 115 km/h ↑  120 min. A-B
 occupied 
 120 km/h 
 +5 min.

 **SunLine**
 9 days New York..
ONLY € 2999,-



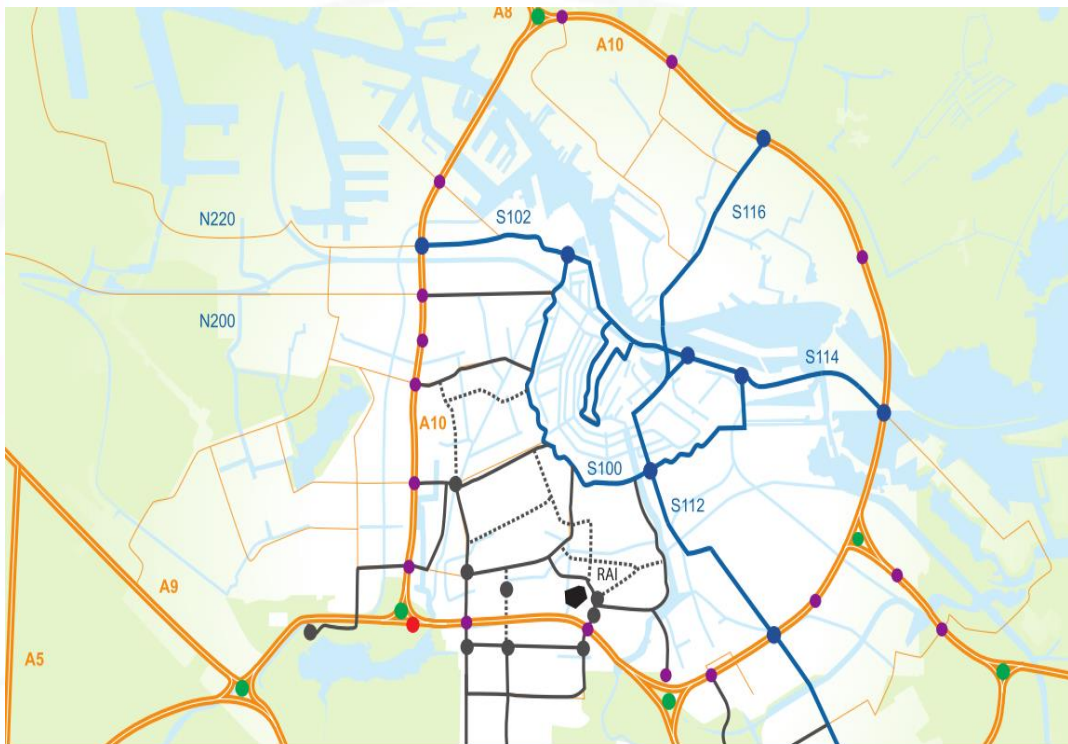
 delay: 13 min.
 96.6 FM Now playing:
 --- serious request ---
 15 min. 


 Arrival: 14.35 PM
 18 km/h

 Departure: Arnhem CS
 14.45 PM
 Arrival: Zwolle Hoflaan
 16.30 PM



Amsterdam - Field trial with 30.000-50.000 users



Tablet/Smartphone software solution with:

- Traveller guidance
- Travel time forecasts
- Dissemination of route relevant media through DAB+
- Revenue model through advertising
- Business case test

What is the FoT INM Amsterdam project about?

- Integrated (coordinated) network management Field Operational Test
- Both **road-side** measures and **in-car** measures
- Stepwise development and application of a flexible, generic approach



Invitation

- Follow Amsterdam field trial and results
- Interact with us during our business research in 2014
- Become a starter / early adopter with us and share commercial benefits





Thank you

Contact me at:
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