



Bringing intelligence into mobility

United Nations kick-off event on ITS for
sustainable transport

Geneva, 28 February 2012

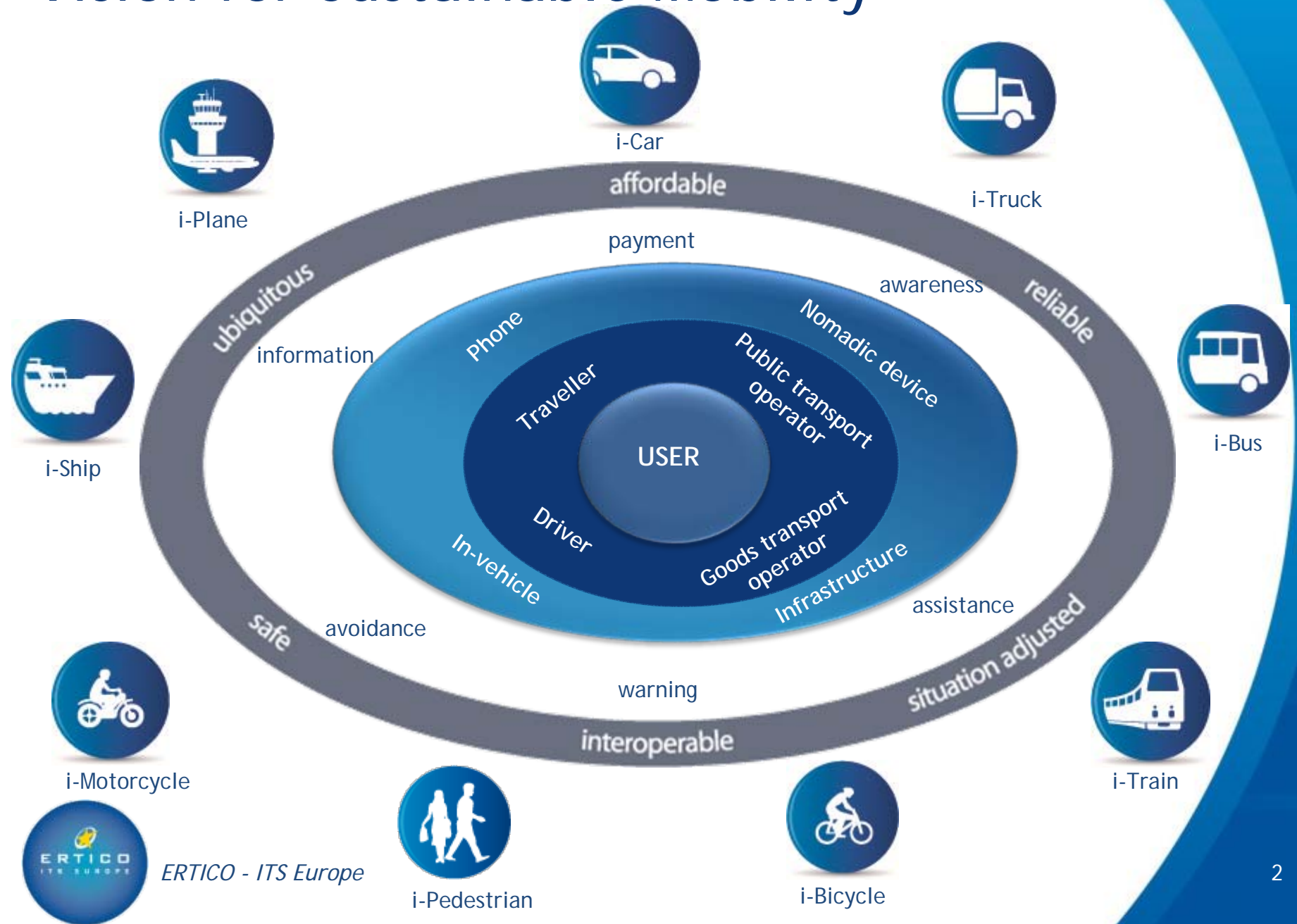
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Vision for Sustainable Mobility



What needs to be done for successful deployment

Technologies

- Interoperability
- Standardisation
- Cost-efficiency
- Economies of scale
- Integration

Products & Services

- Seamlessness
- Continuity
- Quality
- User Acceptance

Business models

- End-to-end value added for all stakeholders
- Cost-benefit analysis
- Public-Private Partnership

Policy frameworks

- Liability
- Data protection
- Security
- Quality standards
- Coordinated deployment

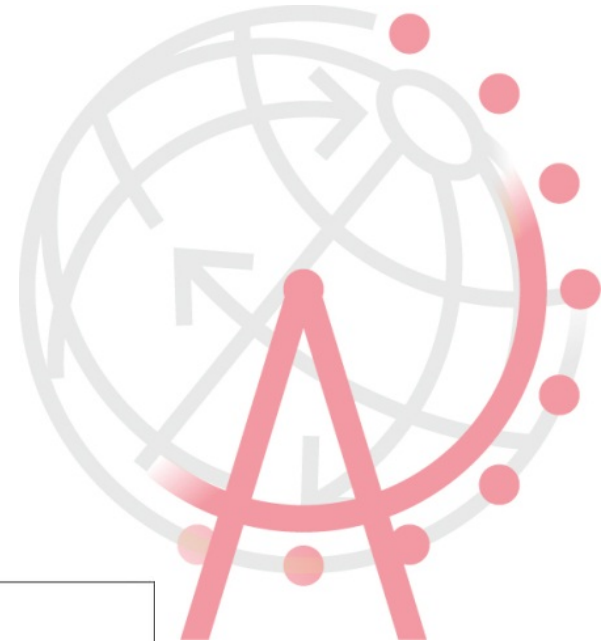


Smarter on the way



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