

The projects MYWAY, PETRA, SIMPLI-CITY & STREETLIFE have received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration,



# INTERNATIONAL WORKSHOP



## SMART MOBILITY SERVICES FOR THE SMART CITY // Architectures and Solutions towards a Service Market Place

23rd of September 2015 / Frankfurt on the Main

Hosted by the 4 European projects:  
MYWAY / PETRA / SIMPLI-CITY / STREETLIFE

# DEAR LADIES & GENTLEMEN

We are happy that you're registered as a participant for the workshop "Smart Mobility Services for the Smart City: Architectures and Solutions towards a Service Market Place" that will take place in the framework of the International Motor Show IAA / New Mobility World (<http://newmobilityworld.com/>) in Frankfurt on the Main (DE) on the 23rd of September 2015.

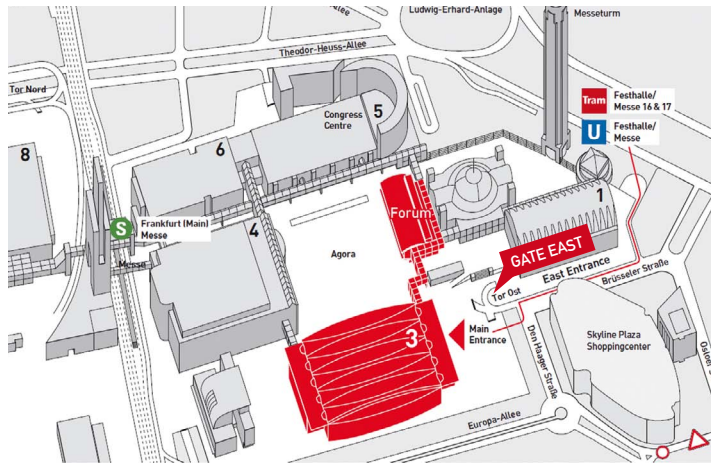
The workshop will start at 9.15 AM. The entrance will start at 9.00 AM.

The 4 European projects [STREETLIFE](http://www.streetlife-project.eu) ([www.streetlife-project.eu](http://www.streetlife-project.eu)), [PETRA](http://www.petraproject.eu) ([www.petraproject.eu](http://www.petraproject.eu)), [MYWAY](http://myway-project.eu) ([myway-project.eu](http://myway-project.eu)) and [SIMPLI-CITY](http://simpli-city.eu/) ([simpli-city.eu/](http://simpli-city.eu/)) will host this workshop.

Please note, that for access to the workshop you will need a "Day ticket workday" for the IAA/New Mobility World ([www.iaa.de/en/tickets/](http://www.iaa.de/en/tickets/))!

The workshop will take place in Auditorium 2 in Hall 3.1!

Find below the map to the entrance!



Entrance on Gate East (Tor Ost) to Hall 3!

# WORKSHOP AGENDA

## SMART MOBILITY SERVICES FOR THE SMART CITY // Architectures and Solutions towards a Service Market Place

TIME	TOPIC & SPEAKER *
09.15-09.45	Keynote: Smart cities and mobility services - Needs and opportunities at European level A. Volkery (European Commission, DG MOVE)
09.45-10.30	The Road User Information System of the Future S. Schulte (TU Vienna)
10.30-11.00	Information systems from the science perspective Daniel Burgstahler (TU Darmstadt)
11.00-11.15	>> Coffee Break <<
11.15-12.00	Personal Transport Advisor: an integrated platform of mobility patterns for Smart Cities to enable demand-adaptive transportation system S. Meijer (KTH Royal Institute of Technology)
12.00-13.00	>> Lunch <<
13.00-13.45	Multimodal mobility services for the smart city: the MyWay view and architecture G. Casella, M. Boero & M. Garré (Softeco Sismat)
13.45-14.30	MyWay Services: business perspective S. Persi (ENIDE)
14.30-15.30	The STREETLIFE approach for multi-modal sensor fusion for value added services in Berlin – today and tomorrow Y. Nagappa (Siemens), B. Dittwald (Fraunhofer FOKUS) & R. Kelpin (DLR)
15.30-15.45	>> Coffee Break <<
15.45-16.45	Panel: Technical solutions for the urban mobility of the future

\*The workshop program might be changed slightly

## SMART MOBILITY SERVICES FOR THE SMART CITY // Architectures and Solutions towards a Service Market Place

# 4 EUROPEAN PROJECTS

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## MYWAY

Placing the traveller at the heart of mobility, the MYWAY European Smart Mobility platform facilitates an holistic view of sustainable mobility, combining all sorts of public and private transport modes into a seamless point-to-point service and encouraging the use of cleaner solutions.

[myway-project.eu](http://myway-project.eu)

## PETRA

PETRA develops a next generation, city-owned platform for generating travel advice based upon a fusion of (real-time) data sources. Apart from the platform, the partners work on governance, gaming, simulation and 3 demonstrations in Rome, Venice and Israel.

[www.petraproject.eu](http://www.petraproject.eu)

## SIMPLI-CITY

“SIMPLI-CITY – The Road User Information System of the Future” will foster the usage of full-fledged road user information systems – helping drivers to make their journey safer, more comfortable, and more environmentally friendly.

[simpli-city.eu](http://simpli-city.eu)

## STREETLIFE

STREETLIFE develops a multimodal urban mobility information system that promotes sustainable transport alternatives. It addresses traffic management centres with advanced ICT solutions to understand traffic-induced carbon emission conditions. Berlin (Germany), Rovereto (Italy) and Tampere (Finland) constitute three pilot cities in which the STREETLIFE solutions are tested.

[www.streetlife-project.eu](http://www.streetlife-project.eu)

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