

# ITS potencial in cities and urban ares



**ITS&S**  
Czech and Slovak Intelligent  
Transport Systems & Services

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## Contents

- A little bit different preview 3 min.
  - ITS potential in cities and urban areas 3 min.
  - Small TV bonus at the end 6 min.
- 
- In total 12 min.

+ 20 years ago ...



Today ...



And what  
about in 10  
years ?



Do you like this vision?



**Yes? So, let do it together! Now**

## How

# to change the dream into reality?

- **Bad message:**

Most of us will have to change our life style.

It will hurt a little bit, especially on the beginning.



- **Good message:**

Finally you will like it.



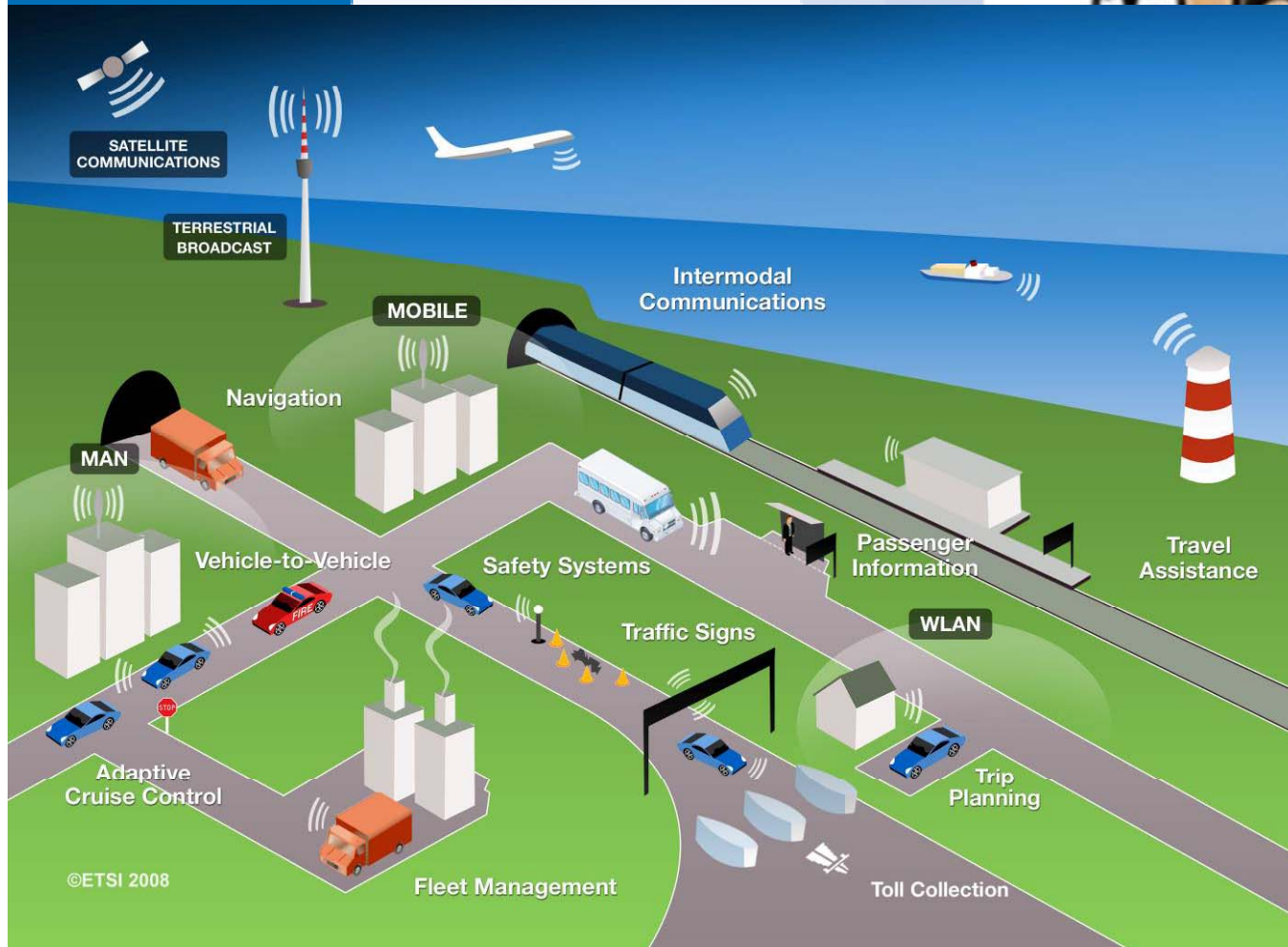
# Changing citizens and users behaviour





## Who may assist you?

- Your wife ...



- ITS for sure

## ITS Potential for users: travellers, drivers

**On-line + pocket + 100% reliable, on click + quick look information about:**

- Traffic density
- Parking capacity
- Navigation advice
- Seamless ticketing
- Time tables



- Departures and arrivals of public transport means
- Power for electro vehicles
- Stands of bicycles

Multimodal integration

Walk

Cycling

Public mass tr.

Railways

Cars

# ITS Potencial: for municipalities

**On-line + effective + 100% reliable + secure + relatively cheap information, influence and regulation:**

- Traffic management
- Transport regulation
- Electronic payments



- Optimal use of parking places
- Municipality services optimization
- More Attractive public transport

Multimodal integration

112

C. Logistic

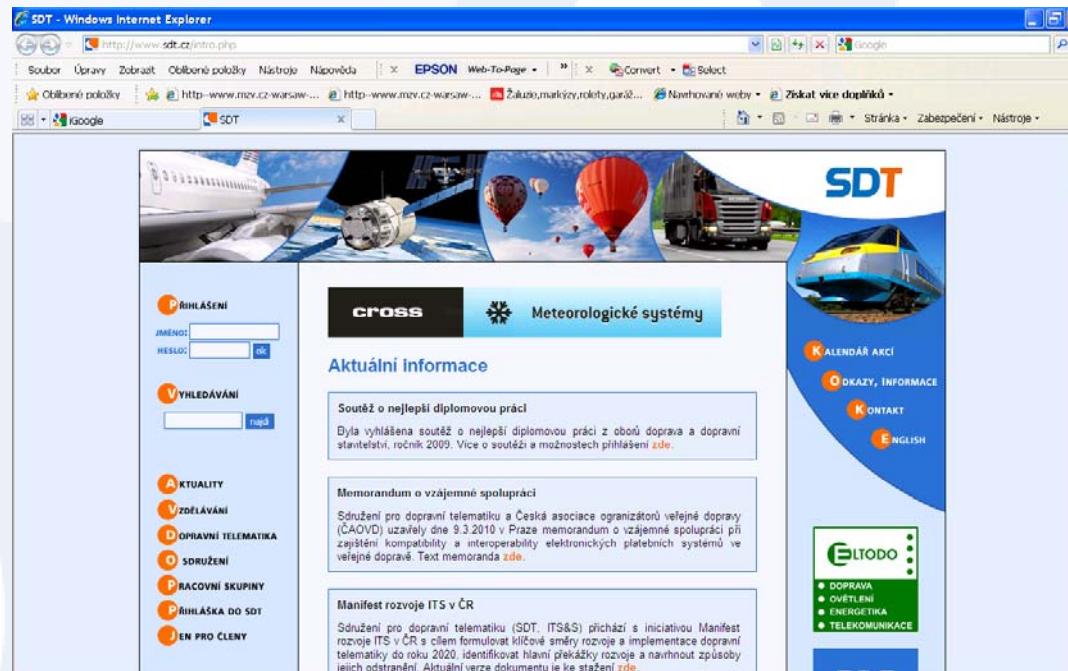
Public mass tr.

Railways

Cars

## More details needed?

- Wait for next speakers to come in a while
- Study ITS&S/SDT position papers
- Look at [www.sdt.cz](http://www.sdt.cz)
- Do not hesitate to ask later



The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.sdt.cz>. The browser's address bar shows the URL. The website content includes a header with the SDT logo and a navigation menu. The main content area features a banner with images of an airplane, a satellite, hot air balloons, and a truck. Below the banner, there are several sections: a login form (PŘIHLÁŠENÍ), a search bar (VYHLEDÁVÁNÍ), and a list of news items (AKTUALITY) including 'Aktuální informace', 'Soutěž o nejlepší diplomovou práci', 'Memorandum o vzájemné spolupráci', and 'Manifest rozvoje ITS v ČR'. The right sidebar contains a calendar (KALENDÁŘ AKCI), a list of documents (OKAZY, INFORMACE), and a contact section (KONTAKT, ENGLISH). The bottom right corner of the website features the ELIODO logo and a list of services: DOPRAVA, OVĚTLENÍ, ENERGETIKA, and TELEKOMUNIKACE.

... Can we do it ?



**Yes, we can !**

**But only, if we all want!**

# THE END?

**No yet.**

**TV spot on electro – vehicles is coming.**

