OneM2M-based Open Ecosystem for Transport Modal Shift

**Funding:** National (United Kingdom)

**Duration:** May 2014 - Jul 2014

**Status:** Complete

**Objectives:**

This project directly addresses the issue of traffic congestion through a novel approach that will facilitate intelligent transport modal shifting while at the same time opening up potential new revenue models for Local Authorities, which will be trialled with the Buckinghamshire County Council. The project will explore the feasibility of a world's first ITS platform design based on the emerging international standard oneM2M. State-of-the-art behavioural & predictive analytics will process an array of transport relevant information rendering prescriptive personalised transport guidance to end users via a Smartphone application, to 'nudge' behavioural choices. This approach is scalable, standardised, and non-proprietary and can ignite the open data developer community. It offers compelling benefits for Local Authorities with strong or poor infrastructure, with realistic potential for national and global adoption. The Feasibility Study will focus on specific system design, logistical and business framework aspects of the proposed project and planning for an In-Field trial in Buckinghamshire.

**Parent Programmes:**

*Integrated Transport: In-Field Solutions (Feasibility Studies)*

**Institute type:** Public institution

**Funding type:** Public (national/regional/local)

**Partners:**

Worldsensing Limited/ Ove Arup & Partners International Limited/ Traak Systems Ltd/ Buckinghamshire County Council/

**Organisation:** Interdigital UK Inc

**Zipcode:** EC2A 3QR

**City:** London

**Contact country:** United Kingdom

**STRIA Roadmaps:**

Cooperative, connected and automated transport, Network and traffic management systems, Smart mobility and services

Societal/Economic issues,

**Transport policies:** Digitalisation

**Geo-spatial type:** Urban