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WISETRIP: Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

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Contributors	Sonia Cerri (ATAF SpA) Giorgio Ambrosino (ATAF SpA) Stefano Fè (ATAF SpA) Maria Fostieri (Forthnet) Pekka Eloranta (Mobisoft OY) Brian Masson (ANGUS) Kostas Zografos (AUEB-RC/TRANSLOG) Xiwen Zhang (BPV)

Summary

WISETRIP project is a Collaborative project co-financed by EU FP7 programme under Theme TPT.2007.4 "The connected traveller in the city, region and world of tomorrow". The goal of WISETRIP is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

The project is taking the reference of the existing independent systems for journey planning that is becoming active subsystems of a 'global' journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

This document is D7.2 - WISETRIP Dissemination Package in its final version. After description of the adopted WISETRIP project communications, dissemination and promotion strategies, identified target audience, the main channels and approaches for disseminating project objectives and results, the deliverable aims to describe the activities carried out during the whole project duration.

Table of contents

1. Introduction 5
1.1. Background and aim of FP7-WISETRIP Project 5
1.2. WP7 - Dissemination, Assessment and Exploitation 6
2. Dissemination and Promotion Approach 8
2.1. Main objectives and overall strategy 8
2.2. Target Audience 9
2.3. Channels and tools 10
3. Result of the project communication activities 12
3.1. Project logo 12
3.2. Project Web site 13
3.3. WISETRIP External User Group 15
3.4. Project Brochure 16
3.5. e-newsletters 17
3.6. Conferences & Events 20
3.7. Liaison with other projects 22
3.8. Specific Publications 24
3.9. Project Workshop 24
4. Annex 1 – WISETRIP Brochure 26
5. Annex 2 – WISETRIP e-newsletter no.1 28
6. Annex 3 – WISETRIP e-newsletter no.2 30
7. Annex 4 – WISETRIP e-newsletter no.3 32
8. Annex 5 – WISETRIP e-newsletter no.4 35
9. Annex 6 – WISETRIP e-newsletter no.5 37
10. Annex 7 – WISETRIP e-newsletter no.6 39

Table of figures

Figure 1 WISETRIP Logo 12
Figure 2 Adapted version of WISETRIP logo and FP7 reference 12
Figure 3 WISETRIP web site Home Page 13
Figure 4 WISETRIP Project Repository 15
Figure 5 WISETRIP Brochure 17
Figure 6 WISETRIP 1st e-newsletter (part) 19
Figure 7 WISETRIP 2nd e-newsletter (part) 20
Figure 8 1st WISETRIP Workshop 25

1. INTRODUCTION

1.1. Background and aim of FP7-WISETRIP Project

With increasing travel demand, it becomes more and more important for travellers to get an easy access to real-time multi-source and multi-modal trip planning service before or on the trip, in order to satisfy their demand for a safer, faster and more cost efficient travel.

The current commercial systems available are providing such services within a city (i.e. local) or at a regional level adequately, but the combination of multi-source and multi-level information (urban level and long distance level) at a wider scale and the formation of dynamic personalized information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea reached that led to this proposal, is that existing independent systems for journey planning can become active subsystems of a 'global' journey planner system. Based on that, **WISETRIP** main goal is to **develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travellers at any place and time through various mobile or fixed terminals/devices before and during the journey**.

Additionally, the interconnected journey planners of WISETRIP could provide valuable information to demand responsive transport (DRT) planning and management systems which has not yet been widely incorporated within journey planners. To be able to integrate DRT with other public transport modes and to be able to plan and control so called travel chains, integrated (and real time) journey planners are needed. Many cities and regions are developing or have developed Multi Modal Web Portals to aid the development of DRT in their areas. It has long been recognized that there is a need for real-time information regarding the availability of all transport solutions in any area. This information must be easily understood and accessible across multi media sites (GSM, GPRS, SMS, Email, Internet, Radio etc). The journey planners could be able to provide real-time schedule data for each bus stop so that DRT services can be linked with the fixed line services. Development of such solutions cannot be done in isolation. It is essential that we develop a common platform for transport information to aid the design of suitable technologies to meet the global market. **WISETRIP is approaching this concept of the common platform built on top of participating Journey Planners which can enhance the information available to Demand Responsive Transport planning**.

Lastly, with an abundance of data provision (e.g. as provided by semantic grid technologies; pervasive computing environments) one could envisage significant technical advances in pre-trip and en-route information provision, particularly in web-based applications, which in turn would be expected to influence travel behaviour and indeed future decision-making in passenger transport network planning. Activity management could be significantly enhanced via a common interface for a whole range of e-services (including the potential for planning and paying for activities and transport in the same transaction). **The supply-side of public transport service provision will be enhanced through improved fleet management and control and the possibilities for enhanced vehicle brokerage applications. WISETRIP aims to deliver a uniform information service drawing on the current and future needs of travellers**.

WISETRIP has reached these goals through a number of planned activities, including:

- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services;

- Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
- Dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip at any time and anywhere using large connection tools.

Overall, the WISETRIP project was planned for 30 months long in the original proposal and than expanded to 34 months. The project plan includes the following different Workpackages:

- **WP1 Project Management**: This workpackage performs overall project management and coordination, and quality monitoring of the project's results.
- **WP2 Requirements Analysis and Architecture Design**: This workpackage aims to define the user & system requirements, the framework architecture and data model of the WISETRIP system. The architecture definition needs to follow a cross-module design principle, and is the basis for the system development activities performed in workpackages WP3 to WP5, where detailed design and implementation takes place.
- **WP3 Journey Planner - Core System Development**: This workpackage aims to develop the core WISETRIP Journey Planner, its interfaces with the participating Journey Planners and also implement the necessary adaptation for each Journey planner, either urban or long distance, according to the needs of the WISETRIP core system, the overall architecture and the personalization needs.
- **WP4 Personalisation System Design & Development**: This workpackage aims to develop the decision mechanisms supported by a well defined model of the trip life cycle and a location & preferences based ruled mechanism, for provision of real time or other information to interested users. Such users desire to have personalized view and updates of information according to selected trips or other preferences.
- **WP5 Information Distribution System Design & Development**: This workpackage aims to develop the various software modules that are necessary to visualize the provision of the WISETRIP services to the users at multiple types of devices either fixed or mobile. Work is focused on user interface design, device interoperability and multilingualism management.
- **WP6 Integration, Validation and Demonstration**: This workpackage aims to integrate the software modules developed in WP3-WP5 to validate their interoperability, and execute experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners are urged to utilise their a) experts to provide a specialised panel of testers and b) their access means to the public and market to motivate wide use of the WISETRIP demonstration platform.
- **WP7 Dissemination, Assessment and Exploitation**: This workpackage aims to disseminate the project's news and products, to evaluate the results of the projects based on WP6 findings and measurements and to define strategy for exploiting project results.

1.2.WP7 - Dissemination, Assessment and Exploitation

The goal of this Workpackage is to disseminate the project's results and achievements, and exploit specific project results. It consists of the following three tasks:

- *Task 7.1 – Dissemination*
- *Task 7.2 – Overall Evaluation*
- *Task 7.3 – Exploitation*

This report refers to Task 7.1 "Dissemination". Task 7.1 has started its activities early in the project with the aim to assure a wide and well-done dissemination and publicity of the project outputs. In the beginning, the task responsible together with the overall Consortium members have identified the approach and strategy to be followed during the project life in order to gain

the dissemination targets. The WISETRIP identity and logo and the dissemination channels have been established by the Consortium members too.

The table below illustrates those main Objectives, as set and numbered into the agreed Description of Work, which are related directly to the dissemination activities of the project.

Nr	Objective	Time Criteria[1]	Metric / Indicator
1	**Form the External Users Group** *Desirable User Categories: Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and research organizations*.	**Month 4 / M7.1** (first synthesis of external users group)	- **15** members at least - **All** user categories participate - **8** participating countries at least
6	**Level of Dissemination**	**Month 12 / M7.2**	- list of communication activities (done and planned) - 2 newsletter updates to the external group - at least one press release - 2000 brochures sent - project web site statistics. More than 100.000 hits.
8	**Expand the External Users Group**	**Month 18 / M.7.3** (extended synthesis of external users group)	- **30** members at least - representatives from **12** EU countries at least and **3 non-EU** countries (at least)

In the next chapters, the approach, strategy, targets and channels for project dissemination will be described together with the dissemination project output.

[1] In this column, we mention milestones Ma.b is milestone b of Workpackage a (see table 1.3d for details)

2. DISSEMINATION AND PROMOTION APPROACH

The aim of the WISETRIP Dissemination and Promotion Work Package is to define suitable actions to ensure the most effective promotion of project activities and to allow the largest possible dissemination of project achievements during the project lifetime and after the project end, as well as the interaction of the project with similar research activities across Europe and elsewhere.

The general approach envisaged for WISETRIP dissemination and promotion is described, highlighting the overall strategy adopted, introducing the target user segments for dissemination and promotion and providing an overview of planned actions and tools.

2.1. Main objectives and overall strategy

Overall, WISETRIP dissemination and promotion activities are designed to address and meet the main project objectives of promoting journey planner services and achieve the largest possible resonance of project results in order to favour large international dissemination and take-up of the approach after the end of the testing phase.

Basically, two main dissemination and promotion levels are identified:

1. **Local Level and National level**. This represents the immediate field of dissemination and promotion activities for both project and post-project phases. Fundamental to the success of the WISETRIP action is to gain interest, involvement and trust of all concerned users in local pilot sites and in the surrounding territory linking the national levels;
2. **EU and International level**. Favouring the adoption of WISETRIP good solutions and good practices developed in pilot project sites in other EU and non-EU countries is also a main goal of the project. In order to enable this, dissemination and promotion need to be adequately addressed to larger European and international level. This concerns project activities at some specific stages (e.g. international workshops and events) and, more generally, the post-project phase.

Both dissemination levels have focused to attract relevant users within the transport domain.

The formation of an **External Users Group**, including Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and research organizations, or other relevant actors, and the communication activities to transfer the project purposes to this group has been one of the key factors for the effectiveness of the dissemination tasks. This user group was agreed to contain at least 30 members from at least 8 countries of Europe and 3 non – European countries. National ITS teams have been invited to bring some of its members to participate to the external users group of WISETRIP.

The **User group** has bidirectional communication with the project: not only they are receiving up-to-date information about the project, but through the plan of activities of WP7, they are able to provide valuable feedback during the project progress. Such activities include, periodical mailing, key interviews (phone discussions), focused workshops, etc.

As the WISETRIP dissemination and promotion activities encompass a number of different actions, dissemination channels and media, a number of key elements have to be taken into account and have to be carefully assessed when implementing each single dissemination phase and measure. Key issues, which require special attention and careful choices in order to achieve and implement an effective and coherent project dissemination and promotion strategy, include:

- Integration. All activities concerning project dissemination and communications must be integrated in the context of a single communication strategy, with clearly identified targets and lines.
- Coordination. All planned actions and initiatives related to public information and project communication shall be coordinated so that the most suitable ways, instruments and contents can be identified in order to develop and carry out the actions within the integrated communication strategy in the most effective way.

- Identification. It is of utmost importance that any message related to WISETRIP is immediately identified by the public, with clear and direct reference to the project by means of easily identifiable elements such as the project logo, colors, statements, etc.
- Objectivity. It is likewise very important that any message targeting the different public and user categories be received as much as possible as conveying 'objective' information, to avoid being interpreted as commercially biased communication and advertising.
- Credibility. Even more important, credibility of project communication must be ensured, avoiding any propaganda or hype. Messages should not only convey positive pictures and success, hiding difficulties or problems, if any. Rather, a wise communication should use these as useful lessons for the interest of the community.
- Persuasiveness. Messages and actions should be persuasive and avoid any imposition or strong statement. WISETRIP measures and solutions should be made attractive for the concerned public and user categories, as they suggest proper behaviours, provide evaluation and comparison elements and become convincing because of collective advantages and benefits proposed.
- Visibility. All information and communication activities must contribute (jointly: integration and coordination) to enhance project visibility within the concerned territory and user categories, making project measures, realisations and achievements and as much visible as possible on a local as well as national and European level.
- Accessibility. Information, messages and project products in general must be characterised by simplicity, clarity and immediacy in order to ensure being accessible to all intended target public and user categories.
- Interactivity. WISETRIP communication and promotion initiatives must favour interactivity and multi-directionality of messages. Main goal of the promotion plan is the creation of a "communication network" between all WISETRIP partners and between partners and the citizens. Henceforth, the focused external users group will be more than necessary.

2.2.Target Audience

The WISETRIP key target groups could be summarized in the following categories:

- *Local Authorities* – This group includes departments of Local Authorities concerned with any activity within the Information and Communication service chain. This may include Public Administration services and departments concerned with, for example, access to the city information services, making of transport policies…;
- *Transport Operators* – This group may include any company providing passengers public transport services in urban and extra urban areas, at regional and national level, private transport operators, tourist lines services… This group encompasses mainly road and rail transport, but also other transport modes such as airlines and waterborne would become so much important in the wider Journey planner;
- *Research Organizations and Universities* – This group comply with the aim of the project to serve people travelling around the world and disseminate good practices in research schemes specialised into transport. University and Research Organizations' members usually meet at any place to discuss results, innovation and to share ideas in the same study sector and research activities; a world-wide Journey planner could help them in planning their trip avoid time-loss. Research members will also disseminate the information on the project structure and usefulness into the academic world;
- *Equipment Manufactures* – This group relates to all industrial and commercial actors at National and European level that have interest into the project in order to implement advanced tools and devices for connecting users to the information on transport modes and service typologies; they would play a role to the wide dissemination and acceptance of the WISETRIP results;
- *Citizens* (general) *and world-wide travellers* – This group includes the main end beneficiaries of any advanced, sustainable, well-structured and wide-scale Journey

Planner. Besides the general benefits of a cleaner and widest information on transport modes, citizens and world-wide travellers will benefit from WISETRIP services as far as these will be accessible at any stage of the trip planning and by large connecting devices. Also for this category, the scope of dissemination and promotion has to scale from a mere local level up to a national and European level.

- *Policy Makers* – Finally, this represents the highest institutional target group for WISETRIP dissemination including higher level decision and policy makers interested in innovative and friendly integrated transport information solutions. The national and EU levels are clearly a main target here.

For dissemination purposes a database containing contacts of entities belonging to the target audience categories identified below have been established by each WISETRIP partner, and periodically updated and used during the project life time and after the project end.

The database of WISETRIP partners has been used for dissemination purposes, representing a starting resource for any specific dissemination and promotion action, e.g. the distribution list for project Newsletters, the starting mailing list for Workshop invitation, etc.

2.3.Channels and tools

WISETRIP dissemination and promotion activities have involved a coordinated set of instruments and tools, with a mix of regularly timed actions and asynchronous activities.

Concretely, the following dissemination channels and tools have been used by the project partners for the dissemination purposes:

- The **WISETRIP project logo and general image**;
- The official **WISETRIP public Website** - The WISETRIP Website is designed, established and updated. The site is composed of the main following features: WISETRIP description, prospects, news, events, and announcements; WISETRIP public documents for download; Link to other relevant sites, e.g. sites of WISETRIP partners, relevant EC sites;
- Production and dissemination of project **Brochure and** (e-)**Newsletters –** A project brochure has been produced and distributed, presenting basic information about the goals, approach and activities, participants of WISETRIP; periodic (e-)newsletters have been prepared and distributed to e-mail addresses in the European and no-EU Areas, presenting and promoting key achievements of WISETRIP;
- **WISETRIP External Users Group -** This is a key component of WISETRIP dissemination strategy. WISETRIP external users group has been regularly contacted in order to notify about project's evolution and achievements that will contribute and support the successful and acceptance of project results;
- An **intermediate project Workshops**, targeting city journey practitioners and actors, discussing key issues addressed by WISETRIP and innovations envisaged in the project. The workshop has been organised at the beginning of the last year project showing the JP integration issues and business aspects and has received important feedback by the audience composed of representatives of public and private sector, research and commercial organizations;
- Participation to **National or International events** and exhibitions, presenting project approach and distributing WISETRIP material;
- Submission of public materials to the research and commercial sector, such as **proceedings** of national and international events;
- **Liaison with other projects** - WISETRIP has actively exchanged information and results with related national, European and international projects. Where appropriate, WISETRIP has been invited to participate in relevant ITC cluster activities. Further explanations can be found in Chapter 3.7;
- The presence on **Facebook social network**. The account of WISETRIP is available at http://www.facebook.com/pages/WISETRIP/160653543970538?ref=ts&v=page_getting_started#!/pages/WISETRIP/160653543970538;

- The link to the Platform on local Journey Planners Home page.

3. RESULT OF THE PROJECT COMMUNICATION ACTIVITIES

3.1. Project logo

The Consortium members, as first activity of Task 7.1, have identified the general lines and elements defining the "corporate image" of WISETRIP project as a background for the dissemination and promotion activities. It defines the common graphical style and image that has been adopted in the WISETRIP dissemination actions, including, for instance, the official project slide presentations, project documents (deliverables, reports, newsletters…), the public website, publicity material, etc.

The public image of WISETRIP project is well represented by the WISETRIP logo. The Consortium members have discussed the project logo among different alternatives in the beginning of the project and finally they have decided for the following option:

Figure 1 WISETRIP Logo

The main elements characterising the logo design include:

- clear view of the project acronym;
- a graphical reference to e-Journey Planners
- focus onto international traveller need

From this base version of the logo, the adapted versions are derived which are suitable for printing and used in documents' footers (reports, deliverables, slides, etc.).

Besides the indication of the WISETRIP logo into reports, publications, and other material of the project, the WISETRIP logo is displayed together with the reference to the EU Programme that has co-financed the overall activities. The adapted version of WISETRIP logo and FP7 Programme reference are displayed below:

Figure 2 Adapted version of WISETRIP logo and FP7 reference

3.2. Project Web site

Adequate presence of WISETRIP project on the web could be ensured by the public project website, as prescribed by the WISETRIP Annex 1.

As for the logo, the Consortium members decided to start early in the project the development of the project website, thus promoting public image of WISETRIP on the web. The task responsible together with the professional support of an external software house has developed the core structure of the WISETRIP web site containing different sections to be opened to public visitors and one section to be used for update information on the project results by the web site administrator (ATAF).

The website has been built using a content management platform which should enable easy maintenance and update of all texts and other contents of the site.

The WISETRIP website is accessible through the URL http://www.WISETRIP-eu.org.

In the following figure the homepage is displayed.

Figure 3 WISETRIP web site Home Page

The web site is a main public channel and access point for the project results. Its address is clearly indicated in all dissemination material produced and distributed by the project; linking of the site is also ensured at European level (link crossing with the official WISETRIP website) as well as with other public websites.

The WISETRIP website contains different public sections:

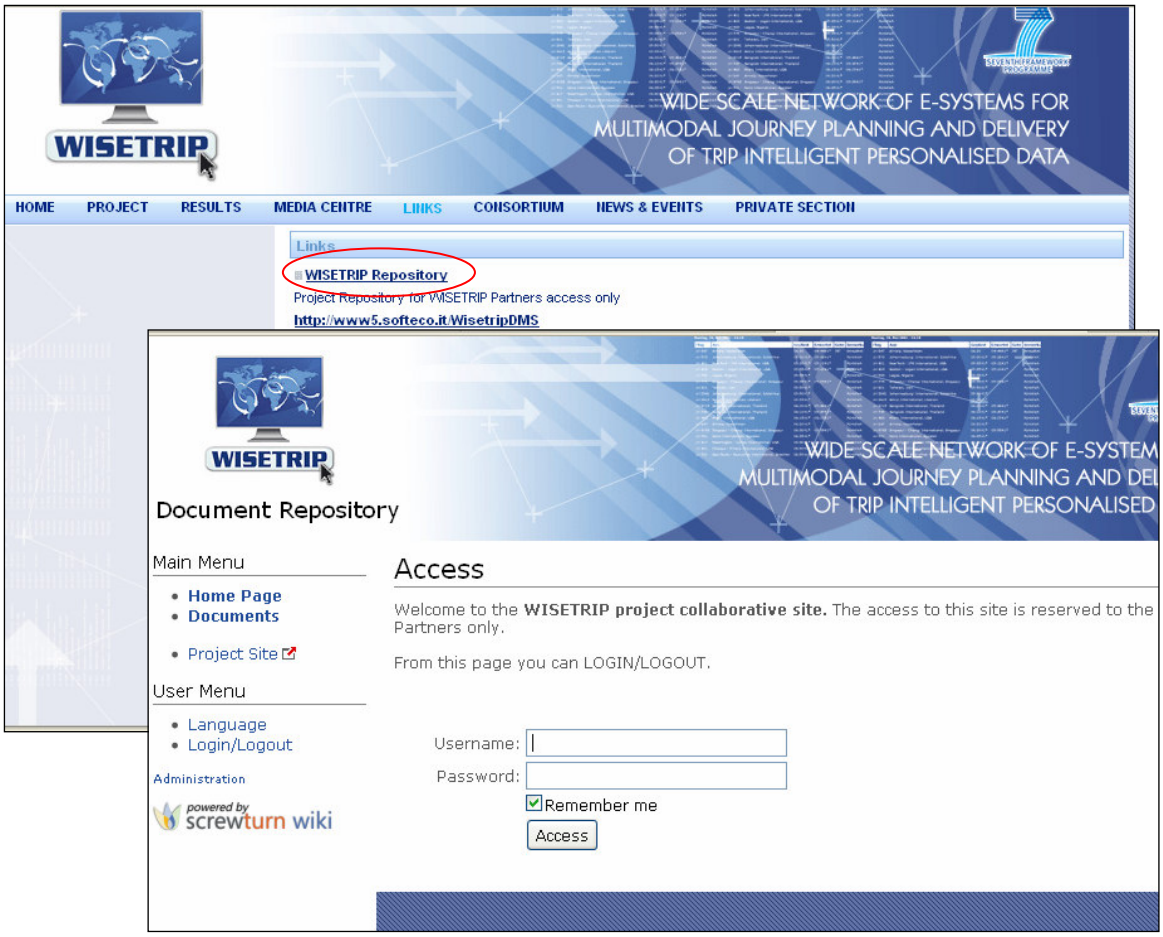
- The "Homepage", conveying in an immediate way the general project image and communication style (selected project colors, logo, project title and acronym, etc.) and providing few key elements, arranged in clearly identified web parts, that are needed to introduce and highlights the main messages and theme of the project;
- The "Project description", providing the general background, mission, activities and relevant information of the project;

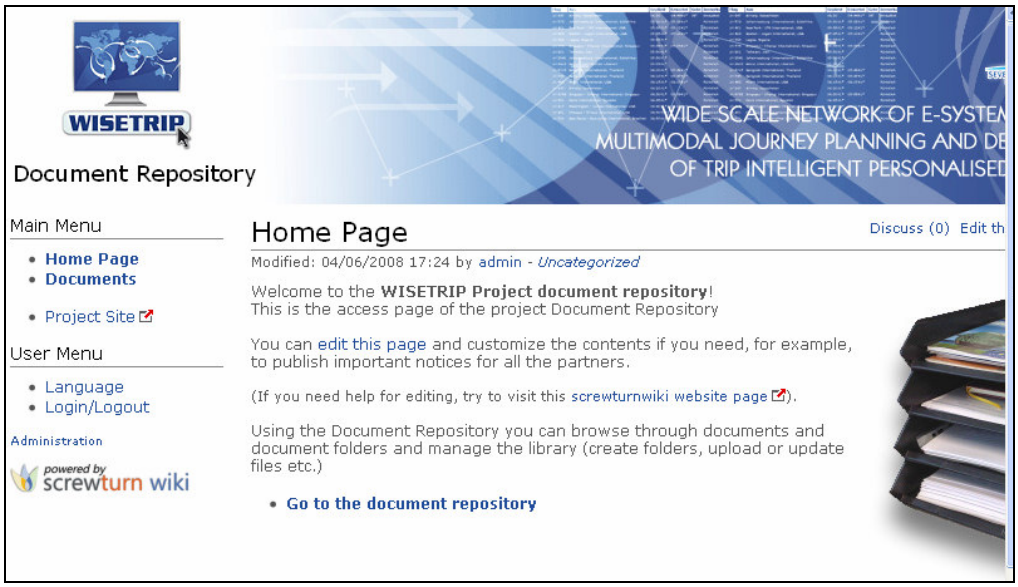
- The "Consortium" providing access to the Consortium members web sites and a short description of partners;
- The "Results", which gradually makes available information about project achievements and links to public deliverables and documents;
- The "Media Centre", providing an on-line archive of all media presence of WISETRIP project containing articles, newsletters, public presentations produced during the project life. It also includes other contents and documents of interests for the WISETRIP themes;
- The "News and Events", containing the archive of news and events information generated during the project; the two most recent news are also displayed in the relevant box of the homepage;
- The "Links" section, providing a collection of links to other sites in the internet virtual space.

The web site is also composed by the "Private section" that is used by the Web site administrator for regularly update of the contents. The web site administrator is the only project partner who can access this private section.

Moreover, in order to make easily the communication inside the Consortium, the WISETRIP web site offers the possibility to access to the project "Repository"; the Repository represents an efficient way to exchange the project documentation among partners, and to contains the no-public deliverables and strategic project documentation. In fact, it is a project database with limited access, guaranteed to project partners only using a specific Username and Password to enter.

The structure of the "Repository" is displayed below together with the "Links" section of the project official web site.





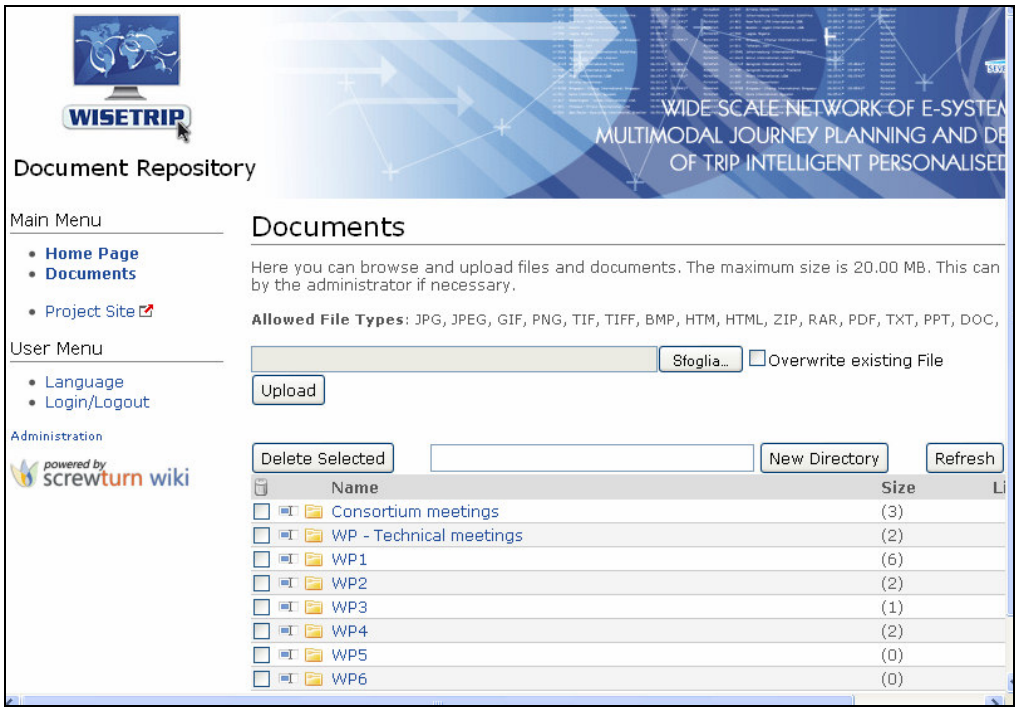


Figure 4 WISETRIP Project Repository

3.3.WISETRIP External User Group

The WISETRIP External User Group (EUG) has played a key role in evaluating the project results and getting users' feedback on the project outputs at various time-periods. In fact, the EUG has been regularly contacted in order to notify about project's evolution and achievements (see also 2.1).

Based on the requirements to form the EUG such as:

- defining potential EUG members among authorities, transport operators, information service providers, equipment manufacturers, etc;
- set up the WISETRIP External Users Group, involving 30 members from at least 8 European and 3 non–European countries;

the WISETRIP partners have identified relevant national and European contacts and officially invited them to join the WISETRIP EUG.

The most of contacted user organisation representatives have positively replied to the invitation letter. Furthermore, during the attendance of WISETRIP to the ITS World Congress in Stockholm in September 2009, the EUG members have increased and at the end of the project the group reached 58 members, from 15 EU Countries and 3 other countries, in details from Australia, China and USA.

The EUG related activities have progressed according to the Workplan and WISETRIP has continuously kept close contact with the EUG members, providing them for example with all the project e-newsletters and relevant update. In particular, the EUG members have been invited to join the WISETRIP workshop and to join the WISETRIP demonstration and evaluation activities.

3.4. Project Brochure

The project brochure is a core element of the WISETRIP dissemination strategy. Project brochure aims to give easy to understand information on the WISETRIP project both for practitioners in the theme addressed by the project and for readers that have no experience with that. The WISETRIP brochure has been released after three months since the starting of the project and distributed during the events where partners have participated (see Chapter 3.6).

Firstly the brochure has displayed the project core images (acronym, logos and colors) to make it well identifiable by external readers.

The Brochure also contains the following information:

- Project mission and approach;
- Brief summary of the core project activities and targets;
- Images by the project structures that can help readers in understanding the theme addressed;
- Consortium and project references.

The WISETRIP Brochure is displayed below. A copy of the WISETRIP Brochure is attached as Annex 1.

Figure 5 WISETRIP Brochure

A number of 500 brochures have been printed and distributed among partners that have disseminated them at different levels, from local to European level, and mainly:

- at WISETRIP events (local meetings, workshops, focus group);
- at events where WISETRIP representatives have been taking part to;
- at European and International level through contact lists, displaying at joined EU projects web sites (…);
- at institutional contact points and organisations in Partners local sites;
- within information packages on WISETRIP prepared and distributed during the project;
- to requesting people.

The Brochure is also available on the project website and can be downloaded in PDF format.

3.5. e-newsletters

Six project e-newsletters have been issued during the project life-time and delivered by the WISETRIP partners through contact lists; the e-mailing lists were composed of a relevant number of addresses of entities belonging to the target audience categories; more than 1.500 e-mail addresses around national and European level, including EUG members, European Authorities, transport operators, ITC developers, Universities have received the e-newsletters and some useful relationships have come from this sending as reported in Chapter 3.7.

A copy of each e-newsletter has been also published on the project web site (free to download).

Concerning layout and contents, the e-newsletter reflects the core image of the project (see previous chapters) and contains a summary of the project objectives, steps and results, at the different stage of the project development. During one of the first project meetings the

Consortium decided to assign one editor for the contents, among those involved in WISETRIP project, for each e-newsletter.

In details, the six e-newsletters have been issued and distributed at the following different periods and a little description is given below:

- 1st WISETRIP e-newsletter: issued in October and distributed in November 2008, it consists of five pages including the cover. It summarises the first project output and activities, results of meetings and actions planned for the near future;
- 2nd WISETRIP e-newsletter: issued at the end of 2008 and finalised in middle January 2009. It has been distributed within February and consists of seven pages; it focuses on the state of the art of journey planning systems and introduces EUG members; the first approach to create relationship with other projects (overview of collaboration with i-Travel project and feedback from the workshop) and a brief description of Chinese pilot site involved in WISETRIP complete the contents;
- 3rd WISETRIP e-newsletter: issued in March 2009 and distributed within April 2009. It consists of nine pages and focuses on WISETRIP Architecture approach and functionalities; it also gives an overview of the involved Journey Planners (Greek, Italy, Finland, UK and China), on Easyway project collaborating to WISETRIP and WISETRIP presence at national and European events;
- 4th WISETRIP e-newsletter: issued and distributed in December 2009. It mainly focuses on the 1st WISETRIP Workshop "A real-time, multi-source and multi-modal personal trip planning service" planned for later January 28th 2010 in Brussels. This e-news has been one of the channels to promote the Workshop and to attract more people working or interesting in the field tackled by the project to attend the event. The second "core" issue of the 4th e-news has been the description of the WISETRIP Wide e-Platform and interfaces, personalisation services and Modules. In the end, a note focusing on the relevant presence of WISETRIP to the ITS World Congress and Exhibition in Stockholm 2009 (September 21st to 25th 2009) has been included in the e-news;
- 5th WISETRIP e-newsletter: issued in May and distributed within June 2010. This e-news focuses on the WISETRIP personalisation services developed in the WISETRIP Platform and provides some example of "trip services". The 5th e-newsletter has been sent to many contacts and potential "users"; together with the e-news, the "users" have received the necessary information to join the demonstration phase of the project. They have been invited to go through the Platform and "experiment" the services. The Questionnaire on Willingness to pay & User Acceptance has been attached to the e-mail; the users have been invited to return the filled in Questionnaire on time (following the timing of demo task). Second part of the e-news relates to the relevant results achieved during the 1st WISETRIP Workshop, that has combined an useful discussion to the exchange of experience among experts, researchers and public stakeholders; in the end it is also reported an update of the on-going relationships with other projects and initiatives;
- 6th WISETRIP e-newsletter: issued in November 2010 and distributes within the end of the project. It focuses on the demonstration activities and describes the typology of actions undertaken by the Consortium members towards any potential users in order to obtain their collaboration to test the platform and to receive some useful feedback on the developed services. The first results of the demonstration have shown a high user acceptance of WISETRIP services and have presented an encouraging users' willingness to pay for these services. Based on these positive outcomes, confirming the acceptance of the WISETRIP platform as an useful starting point for future exploitable products, the Consortium has presented in the 6th e-newsletter a possible strategy for exploiting WISETRIP results in the EU and worldwide. The final part of the e-news is dedicated to a short update concerning the operation of pilot JPs and the presence of WISETRIP project to the last ITS World Congress in Korea.

A "draft" of a couple of WISETRIP e-newsletters is displayed below. The entire copy of each e-newsletter is attached as Annex at the end of the deliverable.

Figure 6 WISETRIP 1st e-newsletter (part)

Figure 7 WISETRIP 2nd e-newsletter (part)

3.6.Conferences & Events

Participation to conferences and events in the main sectors of relevance for WISETRIP is very important throughout the project lifecycle. As regards to the whole project duration, the following events have been considered for participation and dissemination of WISETRIP:

1. ITS Finland Summer Seminar 2008
   - WISETRIP Participation: Mobisoft (presenting project approach)
   - Venue and date: Heureka, Tikkurila May 28th 2008
2. 10th International Conference on Application of Advanced Technologies in Transportation
   - WISETRIP Participation: AUEB-RC/TRANSLOG (distribution of WISETRIP Brochure)
   - Venue and date: Athens from 27th to 31st May 2008
3. INOVATE with Aberdeen, the Frontiers of Excellence (an occasion for businesses across Scotland to learn more about the wide range of world class research being carried out at the University of Aberdeen)
   - WISETRIP Participation: Centre for Transport Research (CTR) University of Aberdeen had a stand and table in the exhibition venue where members of the group had shifted to explain to general public for various projects within the CTR including WISETRIP project
   - Venue and date: Elphinstone Hall, King's College, University of Aberdeen, September 18th 2008
4. European Week of Regions and Cities
   - WISETRIP Participation: ATAF (distribution of WISETRIP Brochure)
   - Venue and date: Brussels, from 6th to 9th October 2008

5. EASYWAY/VIKING workshop "Working with multi-modal journey planners - an information exchange workshop"
    - WISETRIP Participation: Destia (presentation of WISETRIP project)
    - Venue and date: Copenhagen from 28th to 29th of October 2008
6. 24th – 25th – 26th Philoxenia – International Tourism Exhibition
    - WISETRIP Participation: Forthnet / Forthcrs (distribution of WISETRIP Brochure)
    - Venue and date: Hellexpo Conference Center, Thessaloniki, GREECE, 30th October to 2nd November 2008, 29th October to 1st November 2009 and 18th November to 21st November 2010
7. I-TRAVEL project Workshop
    - WISETRIP Participation: Forthnet, DESTIA, ANGUS (distribution of WISETRIP Brochure and presentation of project approach)
    - Venue and date: Brussels, November 13th 2008
8. 15th World Congress on Intelligent Transport Systems
    - WISETRIP Participation: Mobisoft (distribution of WISETRIP Brochure)
    - Venue and date: New York from 16th to 20th November 2008
9. 88th Transportation Research Board (TRB) 88th Annual Meeting
    - WISETRIP Participation: CTR University of Aberdeen, ANGUS (presentation and update on WISETRIP on Accessible Transportation Technology Subcommittee Meeting, distribution of WISETRIP Brochure. Positive response by US Department of Transportation. They would like to be kept informed of the WISETRIP research)
    - Venue: Washington DC, from 12th to 15th January 2009
10. ITS National meeting
    - WISETRIP Participation: DESTIA (distribution of WISETRIP Brochure and release of information to the project approach and on-going activities)
    - Venue and date: Finland, May 20th 2009
11. 16th ITS World Congress and Exhibition
    - WISETRIP Participation: Forthnet, Mobisoft, UNIABDN, ETRA (distribution of WISETRIP dissemination material, presentation of the approach and results; presence at the Congress and Exhibition hall in the EC stand together with I-TRAVEL project)
    - Venue: Stockholm, from 21st to 25th September 2009
12. 1st International EU FP7 OASIS Conference
    - WISETRIP Participation: ATAF, UNIABDN (distribution of WISETRIP Brochure)
    - Venue and date: Firenze, November 4th and 5th 2009
13. 1st WISETRIP Workshop
    - WISETRIP Participation: All Consortium
    - Venue: Brussels, January 28th 2010
14. 13th International IEEE Conference on Intelligent Transport Systems
    - WISETRIP Participation: AUEB-RC/TRANSLOG (speech and publication for the proceedings)
    - Venue: Madeira Island, Portugal, from 19th to 22nd September 2010
15. Workshop on the 7th FP of European Commission: Social and Humanitarian Sciences, Ideas, Madam Curie Actions (People), Athens University of Economics and Business
    - WISETRIP Participation: AUEB-RC/TRANSLOG (WISETRIP presentation)
    - Venue: Athens, October 11th 2010
16. 17th ITS World Congress

- WISETRIP Participation: Mobisoft (presentation of the WISETRIP project in the Special Session 62 "Use of Mobile Devices to Provide Public Transport Information"; discussions of the future co-operation with Mr. Martin Böhm, the co-ordinator of the In-Time project (http://www.in-time-project.eu)
- Venue: Busan, Korea on October 25th to 29th 2010.

17. e-Business Innovation Forum, E-Commerce and Internet
    - WISETRIP Participation: Forthnet (WISETRIP presentation, distribution of WISETRIP Brochure)
    - Venue: Athens, November 22nd and 23rd 2010

3.7. Liaison with other projects

Encouraged by the EC services and the Project Officer, as well as through the project's networking and dissemination activities, WISETRIP has actively exchanged information and results with related national, European and international projects.

At the very first months of the project, the coordinator was in contact with the **"i-Travel"** project coordinator (ERTICO-ITS Europe) to join the two projects purposes. i-Travel was an 18-month project (January 2008 – June 2009) co-financed by the EC DG for Research Transport Directorate. The project intended to work on the original concept of the "connected traveller" combining three key innovations: i) The integration of e-commerce and internet technologies to create the first B2B e-Marketplace for travel; ii) A wide-ranging community of content and service suppliers connect to customers through i-Travel; iii) A platform to enable a "virtual travel assistant" service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information. Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller. The i-Travel is engaging these companies and organisations through an associate partner scheme which allows interested stakeholders to review and contribute to the project objectives. Further information is available on the i-Travel project site, www.i-travelproject.com. Additionally, a blog for all the project partners and people interested has been created, aiming to be a place to share further ideas and comments on the project. The blog is available at the link: http://itravelproject.wordpress.com/.

The participation of i-Travel members to the WISETRIP External User Group has been an added value for both projects. Moreover, the first i-Travel workshop took place in Brussels on November 13th 2008, and the WISETRIP project consortium did actively participated into the discussions made during the workshop and presented its views concerning various scenarios. Participation into the workshop was useful to identify similarities and differences of the approaches of the two projects, i-Travel and WISETRIP, as well as share and exchange ideas mainly related to the identified usage scenarios of i-Travel that have in prior been sent to WISETRIP consortium, during the summer. The workshop attracted many companies from different sectors and useful contacts have been made who have also been included within the EUG list of WISETRIP. The two projects were together exhibited in ITS 2009 Stockholm Exhibition event.

Some useful contacts have come from the first e-newsletter distribution: the responsible of EU FP6 LINK project and the responsible of the realization of a specific algorithm for automotive Industry with Coventry University in the United Kingdom were in contact with the WISETRIP coordinator in order to share the projects objectives and approach and to discuss possible collaboration.

LINK - The European Forum on Intermodal Passenger Travel is a project which is funded by the European Commission (DG Energy and Transport) for 3 years and has been launched in April 2007. The LINK Forum is composed by 17 experienced partners from 13 countries in Europe. It is a communication node between authorities, associations, operators, user as well as industry representatives and research. It fills a current gap by serving as a focal point of a European network for passenger intermodality, providing a platform for exchange, knowledge

transfer and the promotion of intermodal solutions and strategies. Further information is available on http://www.linkforum.eu/index.phtml?ID1=932.

WISETRIP consortium is also in close collaboration with **START**- Seamless Travel across the Atlantic area Regions using sustainable Transport (http://www.start-project.eu) which is a new project within the European Commission's Transnational Cooperation Programme for the Atlantic Area. The START consortium focuses on the following three priorities:

1. Improved information
    - Develop a multilingual web portal www.integra-travel.eu to provide complete sustainable transport options in the Atlantic area region;
    - Maximise integration and accessibility;
    - Establish multilingual and interoperable regional websites and journey planners;
    - Implement multilingual information services within transport hubs to assist travellers on route;
2. Better public transport systems
    - Ensure seamless connections between local public transport and inter-regional services;
    - Apply advanced ticketing systems, such as smart cards;
    - Improve quality and convenience of local public transport services;
    - Stimulate economic development within the Atlantic area;
3. Enhanced network of transport organisations
    - Broaden transport accessibility within the region;
    - Establish and implement a common standard for seamless travel, through Integra;
    - Exchange best practice and transfer knowledge between relevant parties.

START and WISETRIP consortiums have arranged several teleconference meetings to exchange ideas and experiences and identify in detail potential fields of collaboration. Moreover, a representative from START project was invited in the 1st WISETRIP workshop "A real time, multi-source and multi-modal personal trip planning service" that was hosted at Brussels on 28 January 2010. He presented the START project and he gave a speech focusing on Regional Journey Planner Interconnection and Web User Contribution. A meeting between WISETRIP coordinator and representatives of START project took place in Crete. The WISETRIP interface has been given to START as well START project has provided the city integration interface for the pilot inclusion of cities from Greece.

Within the same WISETRIP Workshop the **INFOMOBILITY** project was presented. It is a best practice case for supporting the better mobility and transport management and co-modality and increasing the level of services accessibility at Tuscany Region in Italy. Collaboration is on-going among the WISETRIP Consortium and the Region of Tuscany and willingness to connect has been expressed by the representatives of the Tuscany project.

WISETRIP coordinator has also established communication link with CEDEX. CEDEX (Transport Research Centre, Spain, www.cedex.es) is the project coordinator of the EU VII FP **CLOSER** Project (www.closer-project.eu). The purpose of CLOSER (Connecting LOng and Short-distance networks for Efficient tRansport) is to build upon existing research and practice, developing innovative tools for the analysis of interfaces, check these tools in a number of case studies, and make concrete recommendations to stakeholders in order to get:

1. A more systematic approach to the whole project cycle of interfaces (from planning to design and operation);
2. Concrete guidelines for decision makers in order to cope with the challenges of a particular project, and to get the most from the opportunities that each project offer in the areas of transport, spatial and economic development;
3. A friendlier regulatory environment; fostering cooperation and supporting better integrated interfaces;

4. Improved mechanisms for financing those concepts with a higher degree of integration (including EU's funding schemes);
5. In-depth involvement of stakeholders, and particularly of transport operators.

Last but not least WISETRIP has sent its Journey Planner interface to Teleatlas, partner of **CIP-ICT-PSP In-Time** project (www.intime-project.eu). **In-Time - Delivering intelligent and efficient travel management for European cities** (a 3 years project starting on April 2009) focuses on the delivery of **multimodal Real Time Traffic and Travel Information services** for drivers and travellers in European cities. In-Time has piloted and validated an innovative pan-European approach to Real Time Traffic and Travel Information (RTTI) services. Pilots were set up in 6 European cities: Vienna, Brno, Bucharest, Oslo, Munich, and Florence.

WISETRIP has included all contacts of the above mentioned projects within its External Users Group. Moreover, all Journey Planning systems that are in developing phase will be invited to become members of the Journey Planner community that will be formed by the end of WISETRIP project.

3.8. Specific Publications

WISETRIP partners have publicised the project activities and results through various presentations and discussion with different actors during public events (conferences, workshops, etc.). A significant contribution to the research activity and to the exchange of good practice at European level in the field tackled by the project has been the joint work carried out by some partners of the project to submit the following papers/publications:

1. Nelson J.D., Aditjandra P.T., Wright S.D. (2009). *A multi-modal international journey planning system: a case study of WISETRIP.* Proceedings of the 16th World Congress and Exhibition on Intelligent Transport Systems and Services, September, 2009, Stockholm.
2. Zografos K.G., K.N., Androutsopoulos, J.D., Nelson (2010). *Identifying Travelers' Information Needs and Services for an Integrated International Real Time Journey Planning System*. Proceedings of the 13th International IEEE Conference on Intelligent Transportation Systems, 19-22, September, 2010, Madeira Island, Portugal.

Both papers have gained a relevant interest by the audience and by the scientific committee of the events.

3.9. Project Workshop

As a major dissemination channel, an intermediate WISETRIP workshop has been organised and held during the project lifetime.

In details, the 1st WISETRIP Workshop "**A real time, multi-source and multi-modal personal trip planning service**" was hosted at Brussels on 28 January 2010, at (Italy) Tuscany Region premises in one of the EC departments. The workshops was targeted to city journey practitioners and public and private actors focusing on specific issues and innovations envisaged in the project. In particular, the workshop agenda was covering main issues related to the project, its progress and the demonstration phase, the challenges and concerns within the process of integrating variant journey planners, as well as recommendations for the future and concerns about the business perspective and feasible financial models.

Besides WISETRIP, as indicated in Chapter 3.7, two more projects from the same research sector were presented (confirming the established good relationship among WISETRIP and other research projects): the "START" project (financed by the European Regional Development Fund in the field of Transnational Cooperation Programme for Atlantic Area), focusing on Regional Journey Planner Interconnection and Web User Contribution, and the "INFOMOBILITY" project (financed under the Regional Cooperation Programme in Tuscany Region, Italy) focusing on best practice case for supporting the better mobility and transport management and co-modality and presenting the increasing level of services accessibility in Tuscany Region.

The audience was composed mainly by representatives from public and private, research and commercial organisations from the wider area of transport. The level of interest received by

the participants, the quality of the questions and the discussions, as well as the comments received from most of them, were the main benefits of this successful workshop.

Figure 8 1st WISETRIP Workshop

4. ANNEX 1 – WISETRIP BROCHURE

WISETRIP

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

WISETRIP CONSORTIUM

***Forthnet S.A.**, GR (Co-ordinator)*
Hellenic Telematics Applications company
Contact: Vassilis Spitadakis
Website: www.forthnet.gr

***AUEB-RC / TRANSLOG**, GR*
Athens University of Economics and Business
Contact: Kostantinos G. Zografos
Website: www.translog.aueb.gr

ETRA SA, Spain
High tech group for mobility and public services
Contact: Alma Solar
Website: www.etra.es

***Mobisoft OY**, Finland*
SME focused on passenger transport telematics
Contact: Pekka Eloranta
Website: www.mobisoft.com

***University of Aberdeen**, UK*
School of Geosciences, Transport dept
Contact: John Nelson
Website: www.abdn.ac.uk/ctr

***ATAF Spa**, Italy*
Public transport company of Florence
Contact: Sonia Cerri
Website: www.ataf.net

MemEx srl, Italy
Engineering company in field of Mobility and ICTs
Contact: Eleonora Ercoli
eleonora.ercoli@memexitaly.it

***BPV GmbH**, Germany*
Research organisation in urban planning and ITS
Contact: Xiwen Zhang
Website: www.bpv-ac.de

***ANGUS Transport Forum**, UK*
Non profit-making organisation
Contact: Brian Masson
Website: www.angustransportforum.org

***DESTIA**, Finland*
Company focusing on traffic routes planning
Contact: Iussi Kiuru
Website: www.destia.fi

***HCTRC**, China*
Public transportation research center
Contact: Qian Chen
chenqian98@mail.hz.zj.cn

***YLE**, China*
Company specialised in ITS
Contact: Yan Yongnian
yongnian.yan@yle-china.org

Project Coordinator:
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200 Fax.: +30 2811 391207
www.wisetrip-eu.org
Editor: Sonia Cerri, ATAF +39 055 5650401

SEVENTH FRAMEWORK PROGRAMME

THEME TPT.2007.4

The connected traveler in the city, region and world of tomorrow

WISETRIP

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

EUROPEAN UNION

WISETRIP

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

WISETRIP OBJECTIVES

The overall objective of this project is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

Research & development in the project will be concentrated on the integration and algorithmic management of the co-operation graph of journey planners.

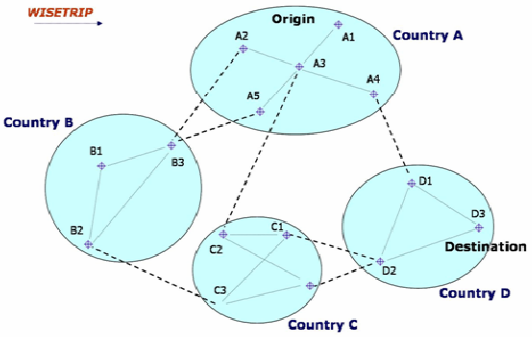
WISETRIP ACTIVITIES

- Project management with high level of cooperation of Consortium members to achieve the best output and results;
- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services: user interface design, device interoperability and multilingualism management;
- Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
- Wide dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip.
- Demonstration of the project results at seven countries.

WISETRIP APPROACH

The main idea is that existing independent systems for journey planning can become active subsystems of a 'global' journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

Additionally, the WISETRIP interconnected journey planner could provide valuable information to different transport modes and innovative services such as demand responsive transport services (DRTs), planning and management systems of DRTs which has not yet been widely incorporated within journey planners.



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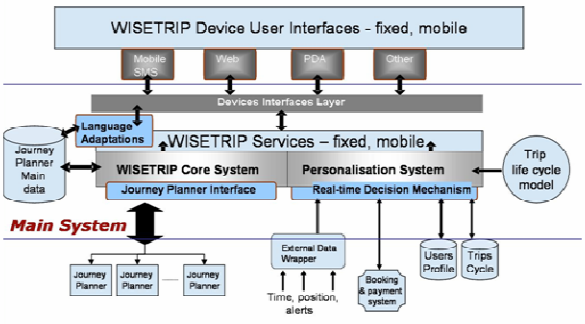
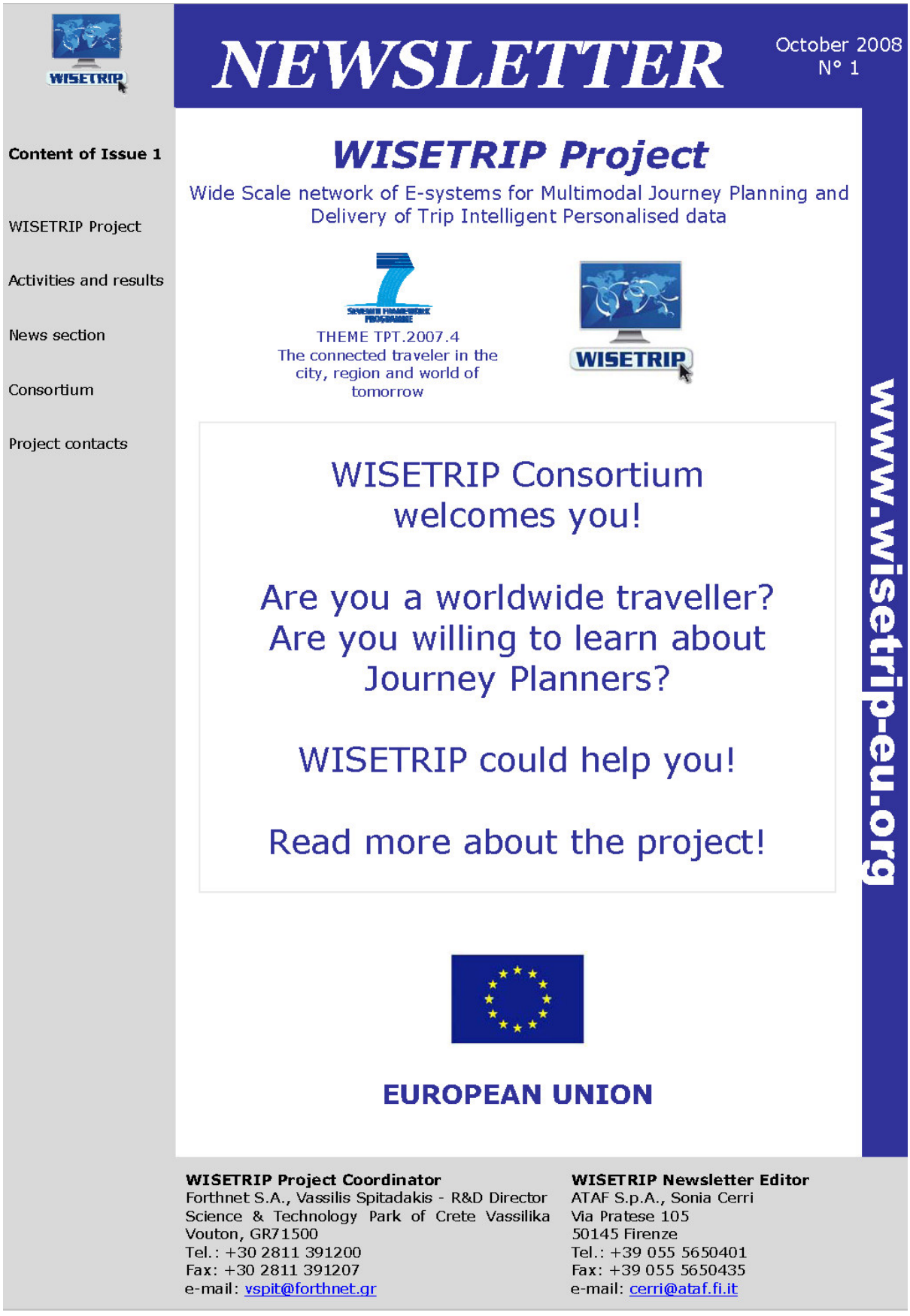


Participating Services & Data

5. ANNEX 2 – WISETRIP E-NEWSLETTER NO.1



NEWSLETTER

October 2008
N° 1

Content of Issue 1

WISETRIP Project

Activities and results

News section

Consortium

Project contacts

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

THEME TPT.2007.4
The connected traveler in the city, region and world of tomorrow

WISETRIP Consortium welcomes you!

Are you a worldwide traveller? Are you willing to learn about Journey Planners?

WISETRIP could help you!

Read more about the project!

www.wisetrip-eu.org

EUROPEAN UNION

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Newsletter Editor
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

NEWSLETTER Pag 2

WISETRIP Project

www.wisetrip-eu.org

WISETRIP Project

WISETRIP project is a Collaborative project co-financed by EU FP7 programme under Theme TPT.2007.4 "The connected traveller in the city, region and world of tomorrow".

Background and aim of FP7-WISETRIP Project

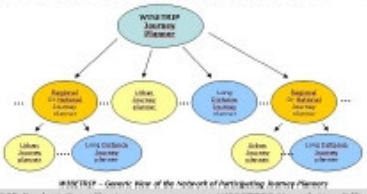
With increasing traffic demand, it becomes more and more important for travellers to get easily real-time multi-source and multi-modal trip planning service before or on the trip, in order to satisfy their demand for a safer, faster and more cost efficient travel.

The commercial systems already available are providing adequately such services within a city (i.e. local) or at a regional level, but the combination of multi-source and multi-level information (urban level and long distance level) at a wider scale and the formation of dynamic personalised information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea reached that led to this project, is that existing independent systems for journey planning can become active subsystems of a 'global' journey planner system.

Involving 12 partners from 6 EU countries and China and funded by the EC FP7-SST Programme, **WISETRIP (Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised Data)** has launched on 1st February 2008.

The main goal is to **develop and validate an innovative mobility service platform, which provides and personalises multi-modal travel information sourced from connected variant journey planners and is accessible by travellers at any place and time through various mobile or fixed terminals/devices before and during the journey.**



WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika
Vouton, GR71500
Tel.: +30 2811 391200 Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Newsletter Editor
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel. e Fax: +39 055 5650401 / 435
e-mail: cerri@ataf.fi.it

NEWSLETTER Pag 3

WISETRIP activities

www.wisetrip-eu.org

WISETRIP Activities

Overall, the WISETRIP project has a duration of 30 months and the project plan includes the following different Workpackages:

- **WP1 Project Management;**
- **WP2 Requirements Analysis and Architecture Design:** definition of the user & system requirements, the framework architecture and data model of the WISETRIP system. The architecture definition will follow a cross-module design principle, and will be the basis for the system development activities performed in WP3 to WP5, where detailed design and implementation takes place;
- **WP3 Journey Planner - Core System Development:** development of the core WISETRIP Journey Planner, its interfaces with the participating Journey Planners and also implement the necessary adaptation for each Journey planner;
- **WP4 Personalisation System Design & Development:** development of the decision mechanisms supported by a well defined model of the trip life cycle and a location & preferences based ruled mechanism, for provision of real-time or other information to interested users;
- **WP5 Information Distribution System Design & Development:** development of the various software modules that are necessary to visualize the provision of the WISETRIP services to the users at multiple types of devices either fixed or mobile;
- **WP6 Integration, Validation and Demonstration:** integration of the software modules developed in WP3-WP5 to validate their interoperability, and execution of experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners will utilise their a) expertise to provide a specialised panel of testers and b) their access means to the public and market to motivate wide use of the WISETRIP demonstration platform
- **WP7 Dissemination, Assessment and Exploitation:** dissemination of the project's results for exploitation.

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika
Vouton, GR71500
Tel.: +30 2811 391200 Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Newsletter Editor
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel. e Fax: +39 055 5650401 / 435
e-mail: cerri@ataf.fi.it

NEWSLETTER Pag 4

Milestones and results

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WISETRIP Milestones and timing

In the incoming period (before end 2008 and in the first 2009) the milestones of the project are as follow:

- **Implementation of the traveller-specific services:** analytical definition of the trip life cycle involving all trip phases;
- **Interconnection guidelines for Journey Planner systems services:** clear adaptation guidelines for the 5 participating systems to the WISETRIP Platform; Core Journey Planner System;
- **Urban and Long distance Journey Planning adaptation.**

The project will include the demonstration phase, during 2009, of the first WISETRIP prototype to be validated and tested by five chosen validation sites in a real environment with the support of the external users group.

WISETRIP First results

Starting on February 2008, the consortium has been involved in the identification of the users requirements, the reviews of the existing journey planners and a first development of the core WISETRIP Journey Planner architecture and of its interfaces with the participating Journey Planners.

The activities have been organised and monitored through *two technical meetings* and two project meetings, along with a good project management structure.

Related to the above activities, the Consortium has released the first project outputs, that consists in Deliverable D2.1 **"Report on the Analysis of Requirements"** and Deliverable D2.2 **"WISETRIP Architecture & Data Model".**

From the WISETRIP dissemination point of view, the Consortium has already set-up a dedicated project web site (www.wisetrip.eu-org), a project brochure (also available on the project web site) and one of the three e-newsletters, at least, to be released during the project life. In the meantime, an External User Group (EUG) has been identified for monitoring and evaluating the project activities and results and for supporting the validation phase of the WISETRIP Platform.

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika
Vouton, GR71500
Tel.: +30 2811 391200 Fax: +30 2811 391207

WISETRIP Newsletter Editor
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel. e Fax: +39 055 5650401 / 435

NEWSLETTER Pag 5

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WISETRIP in operation

WISETRIP Kick-off meeting

Heraklion (GR), February 12th – 13th 2008.

All WISETRIP Consortium members met together and made an overview of the project structure and activities. A six-month work plan was released at the end of the meeting. Roles and responsibilities have been distributed among partners according to the official WISETRIP Application Form approved by the Commission.

WISETRIP technical meetings

1st: Florence (IT) March 18th 2008 focusing on JPs investigation analysis.

WP2 partners involved in the investigation analysis of JPs have launched a survey to find out the Institutional, Organizational, Operational and Technical issues of existing JPs. During the meeting the partners could discuss the survey results and the approach to be followed for the next WP2 actions.

2nd: Aberdeen (GB) July 10th – 11th 2008 focusing on Architecture design

After an introduction of the final results of the Journey Planners survey and literature review, the lead partner chaired the session on functional analysis and architecture design discussing from one side the core system architecture and personalisation of WISETRIP and on the other side the external systems to be interconnected by WISETRIP.

News and events

Workshop I-travel project: a service platform for the connected traveller

Brussels November 13th 2008.

Visit http://www.i-travelproject.com/

Visit our web site and download the Project Brochure!

The second Newsletter will appear in December 2008 and will be edited by Prof John Nelson, University of Aberdeen. The Newsletter will cover the following topics: state-of-the-art in Journey Planners; introduction to the External User Group; news from partners. Contributions should be sent by 1st December 2008 to j.d.nelson@abdn.ac.uk

WISETRIP Consortium

- **Forthnet S.A., GR (Co-ordinator)** — Hellenic Telematics Applications company — www.forthnet.gr
- **AUEB-RC/ TRANSLOG, GR** — Athens University of Economics and Business — www.translog.aueb.gr
- **ETRA SA, Spain** — High tech group for mobility and public services — www.etra.es
- **Mobisoft OY, Finland** — SME focused on passenger transport telematics — www.mobisoft.com
- **University of Aberdeen, UK** — School of Geosciences, Centre for Transport Research — www.abdn.ac.uk/ctr
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- **BPV GmbH, Germany** — Research organisation in urban planning and ITS — www.bpv-ac.de
- **ANGUS Transport Forum, UK** — Non profit-making organisation — www.angustransportforum.org
- **DESTIA Oy, Finland** — Company operating in traffic and infrastructure sector — www.destia.fi
- **HCTRC, China** — Public transportation research center — zhaibo@163.com
- **YLE, China** — Company specialised in ITS — yuanlongyle@yle-china.com

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton,

WISETRIP Newsletter Editor
ATAF S.p.A., Sonia Cerri
Via Pratese 105

6. ANNEX 3 – WISETRIP E-NEWSLETTER NO.2

NEWSLETTER

January 2009
Nº 2

Content of Issue 2

State-of-the-art of journey planning system

Communication with i-Travel project

EUG members

WISETRIP Chinese site profile

WISETRIP presence

Project contacts

References

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

THEME TPT.2007.4
The connected traveler in the city, region and world of tomorrow

WISETRIP

WISETRIP Consortium inform you!

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Read more about the project!

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
St Mary's, Elphinstone Rd, Aberdeen AB24 3UF
Tel. : +44 1224 272354
e-mail: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 2

State-of-the-art of journey planning systems (1)

State-of-the-art of journey planning systems

Previous research has highlighted the importance of accurate, good quality information for journey planning (Kenyon and Lyons, 2003). The availability of comprehensive information for the traveller can engender knowledge and confidence, foster positive attitudes towards the service provider and create favourable perceptions of efficiency and security. Indeed, information has become such a vital commodity that one can argue that informed travellers are the key to successful future transport service provision. One of the responses to the need for informed travel planning and execution has been the development of internet-based journey planners, several of which are including a series of previous EC research projects which have been focused on the development of advanced information systems for providing users with dynamic travel information and multi-modal trip planning services.

For more than a decade many advanced public transportation systems have been developed with the provision of journey planning services. The objective of this provision is to determine the shortest itineraries in terms of the en-route time or the cost (Wong and Tong, 1998; Casey et al., 1998; Horn, 2003; Modesti and Siomachen, 1998; Koncz et al., 1996; Huang and Peng, 2002; Bander and White, 1991). Furthermore, journey planning services are now directly accessible to the travellers by on-line web-based applications (Peng and Huang, 2000). One current example is Helsinki City Transport and Helsinki Metropolitan Area Council (URL: http://www/ytv.fi/eng) who are piloting a mobile Internet connection in selected buses and trams to test the feasibility of a Flash-OFDN mobile network as a general communications channel for all information transferred in and out of the vehicle.
The public wi-fi connection allows passengers to access schedule and real-time information including a map of the line they are currently on with current location and the names of the next stops with estimated arrival times (Lehmuskoski, 2007). Another service using Near Field Communication will deliver real-time information to mobile phones and provide the option of buying a mobile ticket, and future options include the provision of news, event information, weather forecasts etc.

Journey planning and the wider context of passenger information provision are moving forward rapidly. The increasing diffusion of information technologies offers potential for providing better multi-modal transport information potentially available for query at any place or time. Furthermore, the opportunity to increase the number of service providers is facilitating the development of cross-modal journey planning and guidance. Crucially, the concept of "service provision" need no longer be restricted to transport services but can now be understood to embrace activity management for which there is a mobility dimension.

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-m: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 3

State-of-the-art of journey planning systems (2)

On the demand side, advances in personalised information driven by technology changes mean that passenger activity management makes travel appear more seamless. However, information technologies have the opportunity to raise the expectations of passengers for better services which may not be matched by the network of services provided. The issues of meeting and managing passenger / customer expectation must not therefore be overlooked as well as the impact of providing people with user-friendly, user-empowered and efficient information. Paradoxically, there is rising expectation from the point of view of the customer for instant information which in turn requires increasing system complexity. This is the area where WISETRIP seeks to make a fundamental contribution. A second paradox is that customers' expectations are for information to be provided free of charge while new technology often carries a heavy price tag (Van Leperen, 2006).

WISETRIP Main Architecture Engine

WISETRIP aims to enhance the present type of journey planning service through a PC or a mobile-while-on-the-move application by developing a service for planning multi-modal journeys beyond the borders of European countries or regions by taking into account multiple criteria and complex scheduling constraints. WISETRIP also aims to make a fundamental contribution through the personalisation engine based on multiple personal criteria, either defined before the trip or based on real-time data and events, to provide instant information to the users. The WISETRIP approach is to integrate demand responsive transport (DRT) with other public transport modes' concept of the common platform. This is built on top of participating Journey Planners which can enhance the information available to demand responsive transport planning.

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-m: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 4

i-Travel Project overview

i-Travel Project overview

"i-Travel" is an 18-month project (started in January 2008) co-financed by the EC DG for Research Transport Directorate. This project is addressing similar (overlapping) needs and travel scenarios as the WISETRIP Project, but with different approaches and objectives. **The i-Travel and WISETRIP projects are currently in close cooperation.**

The i-Travel project intends to develop a service platform for the connected traveller that combines three key innovations:

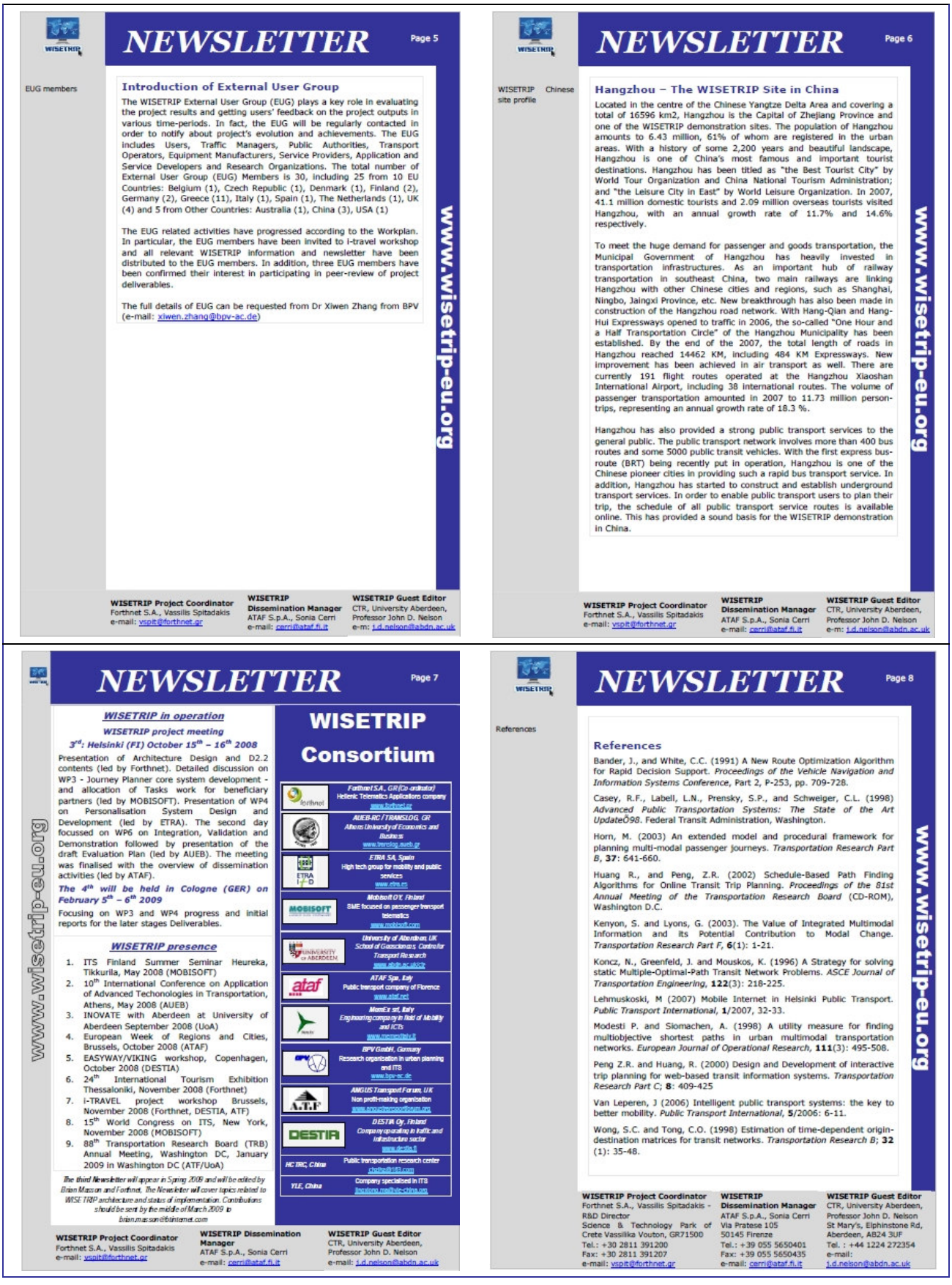
1. a "virtual travel assistant" service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information and support whenever, wherever, and however needed,
2. the integration of e-commerce and Internet technologies to create the first B2B "eMarketplace" in the traffic and travel information services sector, and
3. a wide-ranging community of content and service suppliers connected to customers through i-Travel to serve new markets of travellers needing instant delivery of content and trip support.

Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller.
Further information about the project and its progress is available on the project web site, www.i-travelproject.com. Moreover, a blog for all the project partners and people interested has been created at http://itravelproject.wordpress.com/, aiming to be a place to share further ideas and comments on the project.
The ERTICO - ITS Europe-coordinated i-Travel project held its first i-Travel workshop on 13 November 2008 in Brussels, Belgium at the Espace Moselle. The aim of the workshop was to present the project results to the wider travel community and gain feedback on the business process, use cases and architecture suggested to support the i-Travel concept. The workshop attracted many companies from different sectors.

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-m: j.d.nelson@abdn.ac.uk



NEWSLETTER Page 5

EUG members

Introduction of External User Group

The WISETRIP External User Group (EUG) plays a key role in evaluating the project results and getting users' feedback on the project outputs in various time-periods. In fact, the EUG will be regularly contacted in order to notify about project's evolution and achievements. The EUG includes Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and Research Organizations. The total number of External User Group (EUG) Members is 30, including 25 from 10 EU Countries: Belgium (1), Czech Republic (1), Denmark (1), Finland (2), Germany (2), Greece (11), Italy (1), Spain (1), The Netherlands (1), UK (4) and 5 from Other Countries: Australia (1), China (3), USA (1)

The EUG related activities have progressed according to the Workplan. In particular, the EUG members have been invited to i-travel workshop and all relevant WISETRIP information and newsletter have been distributed to the EUG members. In addition, three EUG members have been confirmed their interest in participating in peer-review of project deliverables.

The full details of EUG can be requested from Dr Xiwen Zhang from BPV (e-mail: xiwen.zhang@bpv-ac.de)

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-m: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 6

WISETRIP Chinese site profile

Hangzhou – The WISETRIP Site in China

Located in the centre of the Chinese Yangtze Delta Area and covering a total of 16596 km2, Hangzhou is the Capital of Zhejiang Province and one of the WISETRIP demonstration sites. The population of Hangzhou amounts to 6.43 million, 61% of whom are registered in the urban areas. With a history of some 2,200 years and beautiful landscape, Hangzhou is one of China's most famous and important tourist destinations. Hangzhou has been titled as "the Best Tourist City" by World Tour Organization and China National Tourism Administration; and "the Leisure City in East" by World Leisure Organization. In 2007, 41.1 million domestic tourists and 2.09 million overseas tourists visited Hangzhou, with an annual growth rate of 11.7% and 14.6% respectively.

To meet the huge demand for passenger and goods transportation, the Municipal Government of Hangzhou has heavily invested in transportation infrastructures. As an important hub of railway transportation in southeast China, two main railways are linking Hangzhou with other Chinese cities and regions, such as Shanghai, Ningbo, Jaingxi Province, etc. New breakthrough has also been made in construction of the Hangzhou road network. With Hang-Qian and Hang-Hui Expressways opened to traffic in 2006, the so-called "One Hour and a Half Transportation Circle" of the Hangzhou Municipality has been established. By the end of the 2007, the total length of roads in Hangzhou reached 14462 KM, including 484 KM Expressways. New improvement has been achieved in air transport as well. There are currently 191 flight routes operated at the Hangzhou Xiaoshan International Airport, including 38 international routes. The volume of passenger transportation amounted in 2007 to 11.73 million person-trips, representing an annual growth rate of 18.3 %.

Hangzhou has also provided a strong public transport services to the general public. The public transport network involves more than 400 bus routes and some 5000 public transit vehicles. With the first express bus-route (BRT) being recently put in operation, Hangzhou is one of the Chinese pioneer cities in providing such a rapid bus transport service. In addition, Hangzhou has started to construct and establish underground transport services. In order to enable public transport users to plan their trip, the schedule of all public transport service routes is available online. This has provided a sound basis for the WISETRIP demonstration in China.

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-m: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 7

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WISETRIP in operation

WISETRIP project meeting

3rd: Helsinki (FI) October 15th – 16th 2008

Presentation of Architecture Design and D2.2 contents (led by Forthnet). Detailed discussion on WP3 - Journey Planner core system development - and allocation of Tasks work for beneficiary partners (led by MOBISOFT). Presentation of WP4 on Personalisation System Design and Development (led by ETRA). The second day focussed on WP6 on Integration, Validation and Demonstration followed by presentation of the draft Evaluation Plan (led by AUEB). The meeting was finalised with the overview of dissemination activities (led by ATAF).

The 4th will be held in Cologne (GER) on February 5th – 6th 2009

Focusing on WP3 and WP4 progress and initial reports for the later stages Deliverables.

WISETRIP presence

1. ITS Finland Summer Seminar Heureka, Tikkurila, May 2008 (MOBISOFT)
2. 10th International Conference on Application of Advanced Techonologies in Transportation, Athens, May 2008 (AUEB)
3. INOVATE with Aberdeen at University of Aberdeen September 2008 (UoA)
4. European Week of Regions and Cities, Brussels, October 2008 (ATAF)
5. EASYWAY/VIKING workshop, Copenhagen, October 2008 (DESTIA)
6. 24th International Tourism Exhibition Thessaloniki, November 2008 (Forthnet)
7. i-TRAVEL project workshop Brussels, November 2008 (Forthnet, DESTIA, ATF)
8. 15th World Congress on ITS, New York, November 2008 (MOBISOFT)
9. 88th Transportation Research Board (TRB) Annual Meeting, Washington DC, January 2009 in Washington DC (ATF/UoA)

The third Newsletter will appear in Spring 2009 and will be edited by Brian Masson and Forthnet. The Newsletter will cover topics related to WISETRIP architecture and status of implementation. Contributions should be sent by the middle of March 2009 to brian.masson@btinternet.com

WISETRIP Consortium

- **Forthnet S.A., GR (Co-ordinator)** – Hellenic Telematics Applications company – www.forthnet.gr
- **AUEB-RC / TRANSLOG, GR** – Athens University of Economics and Business – www.translog.aueb.gr
- **ETRA SA, Spain** – High tech group for mobility and public services – www.etra.es
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- **ATAF Spa, Italy** – Public transport company of Florence – www.ataf.net
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- **YLE, China** – Company specialized in ITS – haotiaoyu.mail.sc-china.com

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
e-mail: j.d.nelson@abdn.ac.uk

NEWSLETTER Page 8

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www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
CTR, University Aberdeen, Professor John D. Nelson
St Mary's, Elphinstone Rd, Aberdeen, AB24 3UF
Tel. : +44 1224 272354
e-mail: j.d.nelson@abdn.ac.uk

7. ANNEX 4 – WISETRIP E-NEWSLETTER NO.3

NEWSLETTER

April 2009
N° 3

Content of Issue 3

Wisetrip Architecture
Journey Planners overview
Communication with Easyway project
WISETRIP presence
Project contacts

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
Business Centre, 31 Dens Road, Arbroath, DD11 1RS
Tel. : +44 1241 878727
e-mail: atforum@btconnect.com

NEWSLETTER

Page 2

Wisetrip Architecture

Wisetrip Architecture revealed

After months of joint work between Wisetrip project partners and taking into account the findings from the external user group survey, the Wisetrip Architecture has been designed and tested in line with the projected timescale and budget.

The envisaged system is divided into three fundamental layers.

- **1st Layer - Participating Services and Source Data**: These are the existing systems (i.e. journey planners or booking systems), external information and services (i.e. time, user position, external alerts) as well as the data environment including personal user data related to trip selection and user preferences.

- **2nd Layer – Main System**: It contains three main modules, a) the journey planning module (WISETRIP Core System), the personalization module and, on top of them the services module. The final journey plan is produced by the Core System and is handed to the Services for delivery or to the Personalisation module for further processing. Other sub-systems refer to interfaces with the other layers or data sub-systems. The WISETRIP Platform is interfacing to the 1st layer: a) The Core system interacts with the participating Journey Planners and b) the Personalisation System interfaces with external information, user data and profile through the real-time decision mechanism, which process all external & user data. The Services of the WISETRIP Platform are communicating with the devices of WISETRIP (3rd layer) through the intermediate 'Devices Interfaces Layer' that takes care of the open & harmonised interconnection to various devices. Knowledge of the platform includes a) data (geography, destinations, means and terms) about participating transport networks (that are presented through the participating journey planners of the 1st layer) and b) trip cycle model that is being used in order to build the personal trip life cycle data of each traveler.

- **3rd Layer** – Distribution: We call 'distribution' the function of providing the information and service to multiple users through various technological devices. The main role here belongs to the devices and the user interfaces running on top of them.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
e-m: atforum@btconnect.com

NEWSLETTER

Page 3

Wisetrip Architecture (2)

These three layers are illustrated in the Figure below:

Main Architecture

Figure 1: Overall WISETRIP Architecture

Analysing the WISETRIP Core functionality

The functions of WISETRIP Core System aim to handle the submission and processing of a specific User Query for trip information, as well as the provision of final response that is expected to satisfy the user demands. The Core functions are interacting with the Journey Planners interface in order to get the necessary information. To this aim the WISETRIP Core System includes the following functionality:

1. User Query submission:

- **Initial User Query**: The system takes as input the origin and destination, the time constraints and other limitations or user preferences that might exist.
- **Validation of User Query**: Before processing them, the system validates the query data (i.e. location names) and if needed user is asked to re-edit the query.

2. Trip segmentation to partial journeys:

- **Analysis to partial journeys**: the system identifies whether the initial User Query involves answers from one or more JPs, analyzes the requested trip to partial segments and formulates a series of queries to JPs that will provide the partial answers giving the trip segment to examine.
- **Management of international segments**: User query might include an international segment (predefined or not) and the system should take in mind the appropriate international route. In case that the international segment is not predefined the system will provide basic information about feasibility of transport among international end points.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
e-m: atforum@btconnect.com

NEWSLETTER

Page 4

Wisetrip Architecture (3)

3. Formation of final response:

- **Searching routes for each trip segment**: through the Journey Planner Interface, each partial routing problem is forwarded to the appropriate JP which replies with one or more optimum routes. An important issue is the order that the partial routing problems are forwarded to the JPs. International segments have to be answered first since international trips are tighter, and then based on these international routes the time constraints should be adapted to national routes where things are more flexible.
- **Combination of trip responses**: Given all partial responses the system produces complete trip routes and presents them to the user. Some of the available responses might not fit the user's criteria and these are marked by the User Interface as filtered out.

All functions are presented in the following flow diagram:

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

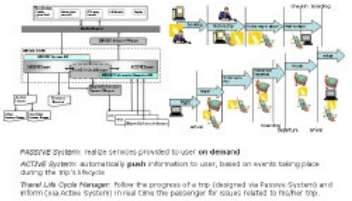
WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
e-m: atforum@btconnect.com

Journey Planners Overview

The Greek ENOSIS Journey Planner

ENOSIS constitutes a user friendly and easy to use information service to support travelers, within **multimodal urban and interurban transportation path in Greece**. The service accompanies the passenger/user from the moment of travel planning (i.e. ticket reservation) and the time of departure, until the arrival at the destination. Especially for Greece, where the transportation system is highly fragmented – because of the numerous islands, the high seasonality of the passenger traffic and the insufficient railway network – the usefulness of the system is obvious in order to serve the needs of tourism and Greek population.

Architecture & Travel Cycle



The searching of combined multimodal routes within the ENOSIS system is the **first and unique** application that can locate alternative routes within multiple Greek destinations combining ferry routes, flights, urban and interurban bus transport. It is the result of long year expertise and research into issues related to routing algorithms and management of transportation routes.
The innovative feature of the system is the personalization function, which is based on the identification of critical points throughout the lifecycle of a trip and the relevant information that can be distributed through various means (such as mail and SMS) in order to make a trip easier, safe and the traveler well informed. As a result, personalized information about scheduled trips (route changes, scheduled time of departure – arrival, time changes etc.) is delivered to the passenger before and during his trip.

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Angus Transport Forum Brian Masson e-m: atforum@btconnect.com

Journey Planners Overview (Continued)

The main functions provided by ENOSIS are the following:

- **Search of a route within Athens metropolitan area (Attica)**: It concerns the search of an urban route within the road network of Attica, which includes the city of Athens, its suburbs and its wide metropolitan area, served by a network of multiple transport modes. The traveler / user selects the origin and the destination, as well as the desired departure time (or/and arrival time). The system defines the shortest route between the two points based on the earlier departure time. For the specification of the optimum route, the system combines routes of Athens-Piraeus Electric Railways, Athens Metro, Athens Urban Transport Organisation and Attica Bus Operators. The system presents to the user the route in detail (date and departure / arrival time at every intermediate station and transition medium) while there is the possibility to illustrate the proposed route on a map.
- **Search of an interurban Greek route**: this function is intended to locate transport routes that connect the majority of Greek destinations. It accepts within query data the origin and the destination, the time and other limitations that may exist (e.g. limitations in the transport means). After processing the transportation network data, it delivers the result including all available combinations. For the specification of alternative routes presented to the user the system combines routes of airplanes, ferries and interurban buses. In cases where the proposed route requires an urban transition within Attica (e.g. from Piraeus port to the port of Rafina), the system also presents the relevant optimum route, nested within the full travel path. For every alternative route the system provides analytical information (date and departure / arrival time at every intermediate station and transition medium), as well as the possibility to illustrate the proposed route on a map.
- **Personalisation support**: From the time that the user, using the interurban route searching, selects the route that desires he/she can make a registration to the system, through the internet portal, and then he/she can get personalized information support through messages (email or sms) along the duration of the trip.

The traveler / user of ENOSIS can access information through multiple interface modes including a web site (www.enosis.gr), a voice portal, information kiosks, mobile SMS and electronic boards/displays. ENOSIS was implemented under the framework of the Operational Programme "Competitiveness" - "Transportation/Navigation" Action, supported by the General Secretariat for Research and Technology.

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Angus Transport Forum Brian Masson e-m: atforum@btconnect.com

Journey Planners Overview (Continued)

Finland journey planner overview

The Finnish Journey.fi route planner

The country wide door-to-door journey planner Journey.fi (www.journey.fi) provides information on rail and bus connections and walking routes in Finland. The service includes also the local public transport connections of the biggest towns.
The flight data has already been tested and will be implemented to the service in 2009. Also the ferries will be included in the service (serving buses, bicycles and walkers). Originally Journey.fi service was a R&D project of the Ministry of Transport and Communications.

In the Journey.fi service user can give his trips' origin A and destination B by pointing the places on the map or giving the street addresses or POI places. As a result the user gets detailed trip information and the route on the map. The routing algorithm and the maps are licensed by Logica. The data behind the service comes from a common data pool to where different stakeholders send their data as XML format.

Some figures about Journey.fi service:

- The amount of addresses in the service is about 20 million;
- The amount of road vectors is 3.2 million;
- The amount of time table rows is 24 million.

UK journey planners overview

Traveline Scotland and Transport Direct

You can plan any public transport journey within Scotland and from Scotland to other places in UK.

Traveline Scotland (www.travelinescotland.com) aims to provide accurate, up to date and impartial timetable information to get you to your destination by the quickest public transport mode.
On the
Plan your Journey page (http://www.travelinescotland.com/journeyplanner/start.do)
you can select which mode or modes you wish to travel by.
When it is needed, full information on connections will be given to make transfers as smooth as possible.
Traveline also provides a telephone service available by calling 0871 200 22 33*. Lines are open 24 hours a day, 7 days a week. Calls cost 10p per minute from BT Landlines. Cost from mobiles or other providers may vary.

For journeys from Scotland to other places in Great Britain we advise you to use
Transport Direct. (www.transportdirect.info)

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Angus Transport Forum Brian Masson e-m: atforum@btconnect.com

Journey Planners Overview (Continued)

Florence (IT) Journey Planner

BUSBUSSOLA – Florence Journey Planner

The Province of Florence, for the management of the public transport service, has been subdivided into four main areas, whose ones is the Florence metropolitan area. The public company ATAF, together with Li-nea the private public transport society partially owned by ATAF, is managing the public transport service in that area. In order to support any citizens in making use of the public transport service, ATAF is operating since 2007 the BusBussola Journey Planner (JP).
Busbussola (www.ataf.net) is single mode JP providing information on bus services, walking time being also included. As the most usual JP, Busbussola gives the appropriate journey path based on bus schedules; it offers a set of information in terms of the routes and scheduled time-tables that the users can view in a web-mask after they have made a selection of their trip in terms of origin and destination, timing and date on the Busbussola homepage.

Busbussola Home Page

There are two possibilities for the choice of an origin or destination: to define an address (municipalities, address) or to define a point of interests (between a list, i.e. stations, hospital, museums, libraries, etc).
The users can choose other parameters (less changes, shortest walking distance, no preferences) in order to optimize the journey calculation according their preferences. The list of possible trips is composed by the transport line, the pick up stop, the departures time, the drop off stop, the possible transfer to other transport lines, the travelled time, the travelled distance and the number of transfers. Selecting one of the solutions it is possible to enter a detail page in which the route is displayed on a map and a table is shown to the users with the all trip related information. In WISETRIP, Busbussola is one of the core JP to be integrated in the Wide-travel platform. In the last months, ATAF and technical partner Forthnet have discussed how to integrate the systems and the interfaces of Florence JP in the WISETRIP platform in order to join the WISETRIP requirements and the standardisation of the data output. The pilot site is in progress and further results will be achieved in the next period.

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Angus Transport Forum Brian Masson e-m: atforum@btconnect.com

NEWSLETTER Page 9

Easyway Project overview

EASYWAY Project overview

ES1 Europe-wide Traveler Information Continuity & Co-modality www.easyway-its.eu.
Many national and international information services on road and traffic conditions, including main cities, are discontinuous and not fully harmonised. They do not support inter- and co-modality as they are often mode specific. This can cause delays and costs for the European traveller and negative impact on the environment as the base for decisions before and during travel is not complete.
The European Study on Traveller Information Services will:

- develop a common understanding of traveller information needs in a European context. Specific attention will be given to transport corridors, intermodal interfaces and travel planning possibilities;
- support and guide the implementation of core traveller information services (which service levels are applied to which operating environment) defined by EasyWay;
- develop co-ordinated deployment guidelines for identified services;
- identify the need for regulations, directives and legislation that may be required;
- initiate and carry out experiments and pilot projects including but not limited to ETTIN, (a common European Traffic and Traveller Information Number) Connecting Traffic Information Portals, and the International Ferry Data Pool Project;
- develop a format for pilot project co-ordination at a European level;
- clarify the role and responsibility of the private sector versus the public one for building and providing traveller information services. The situation is very different from one country to another. There is a need for a clear picture and to identify the partnerships with the actors that are not in EasyWay;
- Identify the minimum levels of service for traveller information services which are in line with the overall objectives of EasyWay. Depending on the considered network, a minimum level of service should be targeted for helping reducing congestion and accidents.

Moreover, the following issues, identified at the end of the TEMPO Programme, will also be addressed within the study:

- consolidation and enhancement research in order to have an updated and prospective knowledge of user's needs in the field of traveller information services.

Market oriented requirements as a result of the availability of new services and technologies. **Easway and WISETRIP projects are currently in close cooperation**. Contact Peter Cullen, Transport Scotland, Peter.cullen@transportscotland.gsi.gov.uk

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
e-m: atforum@btconnect.com

NEWSLETTER Page 10

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WISETRIP in operation

WISETRIP project meetings

3rd: Helsinki (FI) October 15th – 16th 2008

Presentation of Architecture Design and D2.2 contents (led by Forthnet). Detailed discussion on WP3 - Journey Planner core system development - and allocation of Tasks work for beneficiary partners (led by MOBISOFT). Presentation of WP4 on Personalisation System Design and Development (led by ETRA). The second day focused on WP6 on Integration, Validation and Demonstration (led by AUEB) and on dissemination activities (led by ATAF).

4th: Cologne (DE) on February 5th – 6th 2009

Focusing on WP3 and WP4 progress and initial reports for the later stages deliverables. Partners also discussed WP6 activities and a draft Evaluation Plan was presented. The meeting was finalised with the overview of dissemination activities

The 5th meeting will take place in Valencia (ESP) in May 2009, focusing on WP5 and WP6 activities.

WISETRIP presence

1. ITS Finland Summer Seminar Heureka, Tikkurila, May 2008 (MOBISOFT)
2. 10th International Conference on Application of Advanced Techonologies in Transportation, Athens, May 2008 (AUEB)
3. INOVATE with Aberdeen at University of Aberdeen September 2008 (UoA)
4. European Week of Regions and Cities, Brussels, October 2008 (ATAF)
5. EASYWAY/VIKING workshop, Copenhagen, October 2008 (DESTIA)
6. 24th International Tourism Exhibition Thessaloniki, November 2008 (Forthnet)
7. I-TRAVEL project workshop Brussels, November 2008 (Forthnet, DESTIA, ATF)
8. 15th World Congress on ITS, New York, November 2008 (MOBISOFT)
9. 88th Transportation Research Board (TRB) Annual Meeting, Washington DC, January 2009 in Washington DC (ATF/UoA)

The fourth Newsletter will appear in Autumn 2009 and will be edited by Forthnet. The Newsletter will cover topics related to Personalisation System and JPs Integration. Contributions should be sent by September 2009 to mfost@forthnet.gr

WISETRIP Consortium

Forthnet S.A., GR (Co-ordinator) Hellenic Telematics Applications company www.forthnet.gr

AUEB-RC / TRANSLOG, GR Athens University of Economics and Business www.translog.aueb.gr

ETRA SA, Spain High tech group for mobility and public services www.etra.es

Mobisoft OY, Finland SME focused on passenger transport telematics www.mobisoft.com

University of Aberdeen, UK School of Geosciences, Centre for Transport Research www.abdn.ac.uk/ctr

ATAF Spa, Italy Public transport company of Florence www.ataf.net

MizarEx srl, Italy Engineering company in field of Mobility and ICTs www.mizarella.it

IBPV GmbH, Germany Research organisation in urban planning and ITS www.ibpv-ac.de

ANGUS Transport Forum, UK Non profit-making organisation www.angustransportforum.org

DESTIA Oy, Finland Company operating in traffic and infrastructure sector www.destia.fi

HCTRC, China Public transportation research center

YLE, China Company specialised in ITS

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Angus Transport Forum
Brian Masson
e-m: atforum@btconnect.com

8. ANNEX 5 – WISETRIP E-NEWSLETTER NO.4

NEWSLETTER

December 2009 N° 4

Content of Issue 4

WISETRIP Preview
WISETRIP Personalisation Services
WISETRIP at the ITS Stockholm
1st WISETRIP Workshop
WISETRIP presence
Project contacts

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

THEME TPT.2007.4
The connected traveller in the city, region and world of tomorrow

WISETRIP Consortium informs you!

Are you a worldwide traveller? Are you willing to learn about Journey Planners?

WISETRIP could help you!

Read more about the project!

EUROPEAN UNION

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A., Maria Fostieri
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: mfos@forthnet.gr

NEWSLETTER Page 2

WISETRIP Preview(1)

WISETRIP Preview

WISETRIP front-end interfaces are under development. A first preview of the web interface is illustrated below.

The Trip Searching section gets requests for a specific trip and the associated date/time criteria

and provides answers of multimodal solutions for the requested trip.

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WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

NEWSLETTER Page 3

WISETRIP Preview(2)

WISETRIP web interface will also provide a personal profile section

giving the ability for the user to edit his/her travel preferences and register one or more specific trips for which he/she wants to receive real time updates and notifications.

WISETRIP web interface will be soon available for pilot operation under www.wisetrip.travel so that it can be tested and evaluated under real conditions for trips between selected regions of Finland, Greece, Italy, UK and China.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

NEWSLETTER Page 4

WISETRIP Personalisation Services (1)

WISETRIP Personalisation Services

The WISETRIP Personalisation System performs journey planning functions and procedures according to the users profile and trips cycle criteria selected by the user. It detects the information that must be sent to each user, processes alerting messages and produces notifications, defines when and how to send a notification message, and utilizes the necessary mechanisms in order to distribute this information.

The idea is that the WISETRIP user registers in the system and creates his/her profile, giving personal details (e.g.: full name, e-mail, phone number etc.) and declaring preferences on transportation modes. For each specific trip he/she is interested the following services can be provided either via email or via SMS:

- Notification on disturbances: the system is informed either by a Journey Planner or by a traveler about a trip segment disruption or delay. The system creates and sends a notification message to all users interested on this trip segment.
- Trip Redesign: if needed or requested the system provides user with a list of existing alternatives to a trip segment that can't be accomplished or has been disrupted
- Validate Trip: the system periodically validates the existence of one or more trip segments in the schedule of a Journey Planner and notifies the user in case of any discrepancies
- Real time (during the trip) interaction of the traveler with the system: using this service the user/ traveler will be able to notify the system about a trip segment disturbance or provide his/her current position.

The above mentioned services are indicative. An extensive set of personalised services has been defined and implemented to be provided by the WISETRIP System. All these services will be provided only with the users' acquiescence.

The core software module that supports the provision of the WISETRIP personalisation services is the Real Time Decision Making Module.

Real Time Decision Making Module

The Real Time Decision Making (RTDM) module is the kernel of the so called Personalization System layer. This module communicates with the other modules and layers of the WISETRIP system via web services. The communications flows between RTDM and the other modules in WISETRIP is a bidirectional communication.

The following figure gives a general overview of the RTDM presenting all provided functionality and the interconnections with the rest modules and layers of the WISETRIP platform.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

NEWSLETTER

Page 5

WISETRIP Personalisation Services (2)

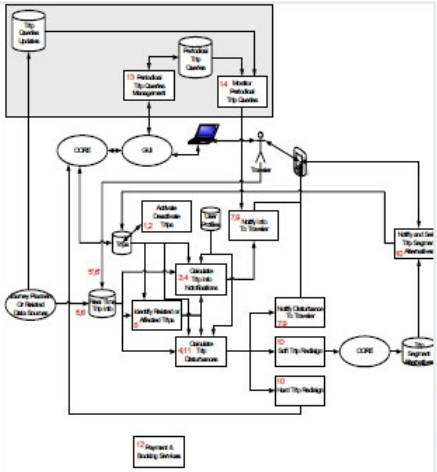

Figure 1: A general overview of the RTDM

In order to develop a flexible and adaptable system, WISETRIP RTDM has been designed to work with events therefore, the RTDM keeps track of the life cycle of each Trip by creating and manipulating different types of events. The advantage of using this kind of system is obvious when we consider the possibility to add new functionalities to the system in the mid-term future.

Another characteristic of the RTDM module is the possibility that gives to the user to subscribe only to those services the user is interested in. This information will be defined by the user at the beginning of the process –when he is selecting a trip- and will be able to be modified by him/her during the whole life of his/her trip.

www.wisetrip-eu.org

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

NEWSLETTER

Page 6

WISETRIP at the ITS Stockholm

WISETRIP participation at the ITS World Congress and Exhibition Stockholm 2009

The world's greatest event on Intelligent Transport Systems and Services, the **16th ITS World Congress and Exhibition**, was hosted at the city of Stockholm on 21-25 September 2009. More than 8.500 delegates from 64 countries from all over the world came to see the latest in the ITS field during sessions and at the exhibition. For the first time in the history of the event, all modes of transport were represented and visitors could experience and understand the benefits of "ITS in daily life".

WISETRIP participated at this event and was present both at the Congress and at the Exhibition Hall.

Figure 2: Paulus Aditjandra at the 16th ITS Congress

More specifically, the second day of the Congress (September 22nd) and under the "Multimodal Traveler Information" Session, Dr. aulus Aditjandra from the Centre for Transport Research of the University of Aberdeen made a presentation on "A multimodal international journey planning system: a case study of WISETRIP". Also, on September 23rd Mr. Antonio Marques from ETRA presented the "WISETRIP wide scale multimodal intelligent journey planning" under the session of "Travel planners - state of the art".

The presentations motivated delegates to visit the WISETRIP stand at the Exhibition Hall. In a dedicated stand within the European Commission stand, representatives from the WISETRIP consortium presented and discussed the project concept. Stand visitors were informed about the project objectives and its technical approach and they also had the chance to "search for a trip" using the WISETRIP platform presented for the first time to the public.

Figure 3: WISETRIP Stand at the 16th ITS Exhibition

Visitors expressed their interest to be informed about the final result of the project and the potential business perspectives.

www.wisetrip-eu.org

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

NEWSLETTER

Page 7

1st WISETRIP Workshop

1st WISETRIP Workshop

"A real-time, multi-source and multi-modal personal trip planning service"

Brussels, January 28th 2010

The WISETRIP Consortium is going to organize a dedicated Workshop at the beginning of 2010 in order to reach more people in the field tackled by the project.

The aim of the workshop is to attract technical experts, researchers, stakeholders and JP operators to disseminate the project results and exchange views and ideas concerning WISETRIP approach.
The workshop agenda is covering main issues related to the project, its progress and the demonstration phase, the challenges and concerns within the process of integrating variant journey planners, as well as recommendations for the future and concerns about the business perspective and feasible financial models.

The Workshop will take place in Brussels, at the EC – Tuscany Region premises in:

Rond Point Schuman, 14
1040 Bruxelles
8th Floor

The final agenda will be published soon on the project web site www.wisetrip-eu.org and will be circulated within the end of December together with the registration form.
Preliminary agenda themes:

Morning	Introduction to WISETRIP Journey Planner Survey – Key Findings Innovative JP The trip life cycle & personalized user scenarios Discussion on personalization matters
Afternoon	Integrating the Journey Planners Business Architecture & Prospect Discussion on technical & business route WISETRIP: Challenges for the future Questions – Closing Remarks – Open Discussion

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WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

NEWSLETTER

Page 8

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WISETRIP in operation

WISETRIP project meeting

5th: Valencia (ESP) July 1st – 2nd 2009

Presentation of the implemented Core System and RTDM. Detailed discussion on the WP5 – Information Distribution System Design & Development. The second day focused on WP6 on Integration, Validation and Demonstration followed by presentation of the basic principles that will possess within the Demonstration Plan. The meeting was finalized with the overview of dissemination activities.

6th: Brussels (BE) December 14th – 15th 2009

The 6th meeting will take place in Brussels on 14th -15th December 2009.
Focusing on WP5 "Information Distribution System Design & Development" and WP6 "Integration, Validation and Demonstration" and preparing the forthcoming project demonstration activities.

WISETRIP presence in 2009

1. 88th Transportation Research Board (TRB) Annual Meeting, Washington DC, January 2009 in Washington DC (ATF, UNIABDN);
2. ITS National meeting, Finland, May 2009 (DESTIA);
3. 16th ITS World Congress and Exhibition, Stockholm, September 2009 (Forthnet, Mobisoft, UNIABDN, ETRA)
4. 1° International EU FP7 OASIS Conference, Firenze (IT), November 2009 (ATAF, UNIABDN).
5. EU DG-INFSO Project - TeleFOT First General Stakeholder Forum, Brussels (BE) December 2009.

The fifth Newsletter will appear in March 2010 presenting the WISETRIP Interfaces and covering the first demonstration activities. Editor of the 5th e-newsletter will be BPV with the support of AUEB-RC Translog and Forthnet.
A draft version should be sent by Mid March 2010 to cerri@ataf.fi.it

WISETRIP Consortium

- **Forthnet S.A., GR (Co-ordinator)** – Hellenic Telematics Applications company – www.forthnet.gr
- **AUEB-RC / TRANSLOG, GR** – Athens University of Economics and Business – www.translog.aueb.gr
- **ETRA SA, Spain** – High tech group for mobility and public services – www.etra.es
- **Mobisoft OY, Finland** – SME focused on passenger transport telematics – www.mobisoft.com
- **University of Aberdeen, UK** – School of Geosciences, Centre for Transport Research – www.abdn.ac.uk/ctr
- **ATAF Spa, Italy** – Public transport company of Florence – www.ataf.net
- **MemEx srl, Italy** – Engineering company in field of Mobility and ICTs – www.memexitaly.it
- **BPV GmbH, Germany** – Research organization in urban planning and ITS – www.bpv-ac.de
- **ANGUS Transport Forum, UK** – Non profit-making organization – www.angustransportforum.org
- **DESTIA Oy, Finland** – Company operating in traffic and infrastructure sector – www.destia.fi
- **HCTRC, China** – Public transportation research center – chctrc@163.com
- **YLE, China** – Company specialised in ITS – headone.ne@yle-china.com

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

9. ANNEX 6 – WISETRIP E-NEWSLETTER NO.5

NEWSLETTER

April 2010
N° 5

Content of Issue 5

WISETRIP Preview – Personalisation Services

1st WISETRIP Workshop

Communication with the START project

WISETRIP in operation

WISETRIP presence

Project contacts

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

THEME TPT.2007.4
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WISETRIP Consortium informs you!

Are you a worldwide traveller?
Are you willing to learn about Journey Planners?

WISETRIP could help you!

Read more about the project!

EUROPEAN UNION

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A., Maria Fostieri
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: mfos@forthnet.gr

NEWSLETTER Page 2

WISETRIP Preview – Personalisation Services (1)

WISETRIP Preview – Personalisation Services

WISETRIP web interface is a user-friendly and easy-to-use combined transportation information system, able to get requests and provide multimodal trip answers and travelling information. For demonstration purposes a limited number of routes within Greece, Finland, UK, Italy and China are supported.

In the previous Newsletter we presented and analyzed:

- the public journey planner section, where each user specifies his/her query for a specific trip and the associated criteria and WISETRIP system replies with a list of available trip solutions,

- and the profile section (user registration), where the user configures or edits his/her personal criteria.

This article focuses on the Trip Selection Section and the provided Personalisation Services.

More specifically, user can select from the list of available trips solutions, the one that covers his/her preferences by pressing the "Save Trip" button. Trip selection is a service provided only for WISETRIP registered users and consequently, to proceed from that point on, user has to log in filling his/her username and password in the pop-up window appearing in his/her screen.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

NEWSLETTER Page 3

WISETRIP Preview – Personalisation Services (2)

All saved trips are stored in user's account in section "My Trips". Trips are separated to "Active" and "Expired" depending on the arrival date.

Personalised "Trip Services" are provided for all Active Trips. A set of services is predefined, however user can make modifications.
Seven categories of personalised services are provided:

1. My Preferences: user is able to choose the mean (SMS or email) that will be used by the system to notify him/her about selected trip. Moreover, user sets the time that a trip will arrive active as well as the maximum percentage of walking time he/she can speed up if delayed,
2. Notify Passing Events: user can set up the type of trip events (e.g. boarding, wait etc.) he/she wants to be notified for, and the time that this notification will be sent,

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

NEWSLETTER Page 4

WISETRIP Preview – Personalisation Services (3)

3. Notify Trip Disturbances: user selects for which types of trip segments (e.g. international) he/she wants to receive any disturbances info affecting the trip

e.g. user selects to be notified only for interurban trip segments, even if the notification has been reported for another travel

4. Validate Trip Segments: user sets the time period that the validity of trip information will be checked by the system,
5. Automatic Trip Reschedules: user defines for what reasons (e.g.: unsuccessful validation, disturbance etc.) the system should automatically provide alternative solutions for the redesign of a trip

e.g. user requests from the system to provide alternative solutions in case of disturbance in the international segment

6. Remind Necessary Items: user can set messages he/she would like to receive before or during the trip. User selects the specific trip segment where the message applies as well as the time that it will be sent

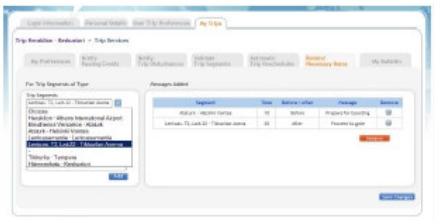
www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

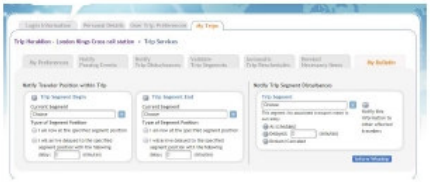
WISETRIP Guest Editor
Forthnet S.A
Maria Fostieri
e-mail: mfos@forthnet.gr

WISETRIP Preview – Personalisation Services (4)



e.g. user specifies that 10min before the "Atatunk – Helsinki Vantaa" segment he/she wants to receive the message "prepare for boarding"

7. My Bulletin: this category of services refers mainly to mobile users since it serves as a means for the user to notify WISETRIP about his/her position during a trip and inform about any delays (so that WISETRIP reschedules his/her trip accordingly) or about any disturbances during the trip, so that other WISETRIP users can also be informed



e.g. user informs WISETRIP that a specific trip segment is cancelled and he/she allows this information to be distributed to other affected travellers

WISETRIP web interface is available for testing at www.wisetrip.travel.

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WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

1st WISETRIP Workshop

1st WISETRIP Workshop

The 1st WISETRIP Workshop "A real time, multi-source and multi-modal personal trip planning service" was hosted at Brussels on 28 January 2010.

Figure 1: WISETRIP Coordinator, Vassilis Spitadakis presents the project to the audience

The workshop agenda was covering main issues related to the project, its progress and the demonstration phase, the challenges and concerns within the process of integrating variant journey planners, as well as recommendations for the future and concerns about the business perspective and feasible financial models.

Figure 2: Xavier Detappe presenting the START project

Besides WISETRIP, two more projects from the same research sector were presented. Mr. Xavier Detappe from EIGSI (www.eigsi.fr) presented the "START" project and he gave a speech focusing on Regional Journey Planner Interconnection and Web User Contribution. Mr. Walter Pratesi from Region Toscana presented the "INFOMOBILITY" project a best practice case for supporting the better mobility and transport management and co-modality and increasing the level of services accessibility at Tuscany Region. WISETRIP is currently in close cooperation with both projects.

The audience was composed mainly by representatives from public and private, research and commercial organisations from the wider area of transport. The level of interest received by the participants, the quality of the questions and the discussions, as well as the comments received from most of them, were the main benefits of this successful workshop.

All the presentations of the workshop are available on the WISETRIP web site.

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WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

Communication with the START project(1)

START Project Overview – The INTEGRA Concept

Connecting people and places across the Atlantic area

It is often difficult to pick up information on travelling from one Atlantic area region to another. Public transport systems vary from country to country, region to region and even city to city, making it difficult even for regular travellers to find out the information needed to use collective modes of transport.

Providing this information in a one-stop-shop will make inter-regional travel easier. This will help more people choose sustainable transport, resulting in lower carbon footprints and a reduced impact on the environment.

The START consortium focuses on the following three priorities:

Improved information

- Develop a multilingual web portal www.integra-travel.eu to provide complete sustainable transport options in the Atlantic area region
- Maximise integration and accessibility
- Establish multilingual and interoperable regional websites and journey planners
- Implement multilingual information services within transport hubs to assist travellers on route

Better public transport systems

- Ensure seamless connections between local public transport and inter-regional services
- Apply advanced ticketing systems, such as smart cards
- Improve quality and convenience of local public transport services
- Stimulate economic development within the Atlantic area

Enhanced network of transport organisations

- Broaden transport accessibility within the region
- Establish and implement a common standard for seamless travel, through Integra
- Exchange best practice and transfer knowledge between relevant parties

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WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

Communication with the START project(2) The Integra Concept

The INTEGRA Concept

The INTEGRA concept was created by the INTERREG IIIB PARTNER Project. The INTEGRA brand represents high quality information and public transport services that have been designed to encourage sustainable travel. The ultimate aim of INTEGRA is to provide a common standard for high quality information on good public transport services across Europe via a single multi-lingual web site.

It will not replace existing local brands, but it will provide a one-stop-shop to access good public transport information (e.g. a quality symbol) that will easily be recognised by the transnational traveller. INTEGRA products will provide high quality multi-lingual information that will tell you exactly how to use recommended public transport services.

INTEGRA provides the following 3 main features as well as links to many web sites that will be of interest to travellers of the Atlantic Area:

1) **Inter-regional travel:** Information on how to get to cities on the Atlantic Area by plane, rail, ferry or coach;
2) **Regional travel:** Information to plan your journey around any of the above cities by public transport.
3) **INTEGRA City Guides:** Practical information on how to use public transport in your destination city, information on places to visit and useful links to other web sites.

INTEGRA
www.integra-travel.eu

Further information about the START project, its progress and INTEGRA concept is available on the project web site http://www.start-project.eu.

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WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr
WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it
WISETRIP Guest Editor Forthnet S.A Maria Fostieri e-mail: mfos@forthnet.gr

10.ANNEX 7 – WISETRIP E-NEWSLETTER NO.6

NEWSLETTER

Nov 2010
Nº 6

Content of Issue 6

WISETIP Demonstration Success

Business Model Thoughts

WISETRIP in 17th ITS World Congress

WISETRIP In Real Cases - Updates

Project contacts

WISETRIP Project

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

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WISETRIP Project Coordinator
Forthnet S.A., Vassilis Spitadakis - R&D Director
Science & Technology Park of Crete Vassilika Vouton, GR71500
Tel.: +30 2811 391200
Fax: +30 2811 391207
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
Via Pratese 105
50145 Firenze
Tel.: +39 055 5650401
Fax: +39 055 5650435
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
BPV GmbH, Research organization, Germany
Dr. Xiwen ZHANG
Tel.: +49 241 402640
Fax: +49 241 402641
e-mail: xiwen.zhang@bpv-ac.de

NEWSLETTER

Page 2

WISETRIP Demonstration Success – 1

WISETRIP Demonstration Success

After successful laboratory test of the WISETRIP platform (http://www.wisetrip.travel), the WISETRIP systems and services have been successfully implemented and demonstrated during 2010. Before the systems could be tested, a number of organisational measures had to be taken following both the WISETRIP Evaluation Plan and Demonstration Plan. The main organisational and preparatory activities included the following:

- A survey was carried out in December 2009 on the WISETRIP implementation status at individual demonstration sites.
- The Focus Group for the pre-demonstration phase was established in February 2010, with 40 members. Training and guidance was provided for the Group before starting pre-demonstration activities.
- The WISETRIP Support Team was created in May 2010, with one contact person at each demonstration site.
- A help desk was set up by the Project Co-ordinator FORTHNET in co-operation with AUEB from the beginning of the demonstration activities.
- An information pack was designed and distributed to all test users, including user guider, summary description of journey planner at each demonstration site, testing requirements, and the questionnaires.

The following five journey planners have been involved in the WISETRIP demonstration:

Demo-Site	Journey Planner	Provider
Finland	Matka.fi / Journey.fi	Destia
Florence	BusBussola	ATAF / Best Engineering
Greece	Greek Journey Planner	FORTHNET/AUEB
Hangzhou	Hangzhou PT Planner	HPTC/FORTHNET/ AUEB
UK	www.travelinenortheast.info	JourneyPlan

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
BPV GmbH
Dr. Xiwen Zhang
xiwen.zhang@bpv-ac.de

NEWSLETTER

Page 3

WISETRIP Demonstration Success - 2

Following the WISETRIP Demonstration Plan, the demonstration was carried out in two phases, i.e. Demonstration Phase I (Pre-Demonstration Phase) and Demonstration Phase II (public user trials).

The Pre-Demonstration Phase was carried out over the period middle May – middle June 2010 by a panel of some 30 professional testers (The Focus Group), aiming to test the capabilities and user acceptance of the WISETRIP platform and services in a controlled environment, particularly in terms of information quality, user friendliness, expected journey planning effort reduction, etc. The pre-demonstration delivered useful feedback. This was used for updating and improving the WISETRIP system before starting real-life public user trials.

The Demonstration Phase II started mid July 2010, to demonstrate and evaluate the WISETRIP services in real-life conditions involving a large number of public users. The purpose of this phase was to extend the Pre-demonstration user acceptance evaluation and assessment, addressing the following two main assessment categories:

- User Acceptance, aimed at assessing the non-functional features of the system from the users' perspective;
- Willingness to Pay, aimed at investigating the potential users' willingness to use the system under various types and levels of charges.

More than 600 users from China, Finland, Greece, Italy and UK have participated in the WISETRIP Demonstration Phase II. The first results of the demonstration have shown a high user acceptance of WISETRIP services and have presented an encouraging users' willingness to pay for these services. Based on these positive outcomes, the WISETRIP Consortium is currently preparing appropriate strategies for exploiting WISETRIP results in the EU and worldwide.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
BPV GmbH
Dr. Xiwen Zhang
xiwen.zhang@bpv-ac.de

NEWSLETTER

Page 4

Business Model Thoughts

Business Model Thoughts

Drawing near to the end of WISETRIP Project we have to study the potential business models that will ensure the optimum commercial exploitation and utilisation of the project's results. A sustainable operation model for WISETRIP should at least ensure the smooth operation of the system, the occupancy of the necessary resources as well as the interconnection with all participating Journey Planners. The minimal operation costs should be estimated while in parallel, revenue sources have to be studied.

Of course for any business model to succeed, WISETRIP should assure coverage over various transport modes and geographical areas that can bring the attention to wider traveller audience and larger population within Europe or even to other parts of the world (such as China, Australia, USA, Latin America) featuring significant travel activity from and to European countries. Therefore WISETRIP should seek the actions and synergies that will quickly lead to the adequate level of coverage. WISETRIP should assure the participation of more transport modes from more countries and regions. Therefore, it can seek cooperation with Journey Planners and Transport Operators from other places.

A first outline of thoughts has led to the following alternative business models:

a) **A marketing entity model**: WISETRIP becomes a portal. Its power lies in a large population of visits. Revenues come from the advertisement and promotion of Transport Operators and Journey Planners or other destination based services. Hits, visits and placement of specific links should be billed according to a certain commercial policy.

b) **eTourism agent model**: WISETRIP becomes an electronic distributor, a salesman of ticketing services. Henceforth it acts as an agent of cooperating transport operators or other ticketing sales organisations that offer an online ticketing interface to WISETRIP so that its user can buy tickets for the chosen services. WISETRIP deserves a commission from the services sold.

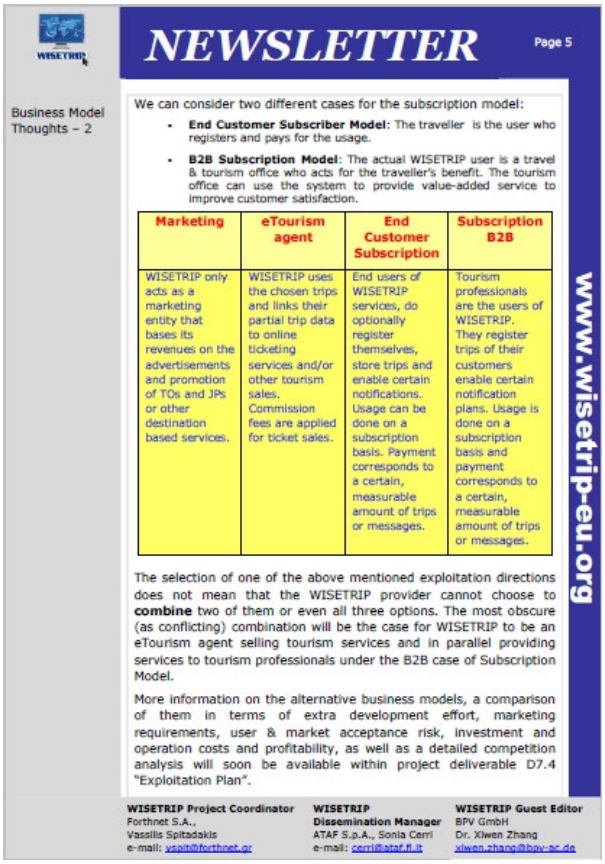
c) **Subscription / usage based tariff model**: WISETRIP is a value-added service provider for travellers. It provides online and continuous information for planned and registered trips. In that case, revenue is expected from usage. Registrations and/or messages might be charged under a certain policy that should be attractive and rational, remaining in accordance with the monitored willingness to pay.

www.wisetrip-eu.org

WISETRIP Project Coordinator
Forthnet S.A.,
Vassilis Spitadakis
e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager
ATAF S.p.A., Sonia Cerri
e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor
BPV GmbH
Dr. Xiwen Zhang
xiwen.zhang@bpv-ac.de



NEWSLETTER Page 5

Business Model Thoughts – 2

We can consider two different cases for the subscription model:

- **End Customer Subscriber Model**: The traveller is the user who registers and pays for the usage.
- **B2B Subscription Model**: The actual WISETRIP user is a travel & tourism office who acts for the traveller's benefit. The tourism office can use the system to provide value-added service to improve customer satisfaction.

Marketing	eTourism agent	End Customer Subscription	Subscription B2B
WISETRIP only acts as a marketing entity that bases its revenues on the advertisements and promotion of TOs and JPs or other destination based services.	WISETRIP uses the chosen trips and links their partial trip data to online ticketing services and/or other tourism sales. Commission fees are applied for ticket sales.	End users of WISETRIP services, do optionally register themselves, store trips and enable certain notifications. Usage can be done on a subscription basis. Payment corresponds to a certain, measurable amount of trips or messages.	Tourism professionals are the users of WISETRIP. They register trips of their customers enable certain notification plans. Usage is done on a subscription basis and payment corresponds to a certain, measurable amount of trips or messages.

The selection of one of the above mentioned exploitation directions does not mean that the WISETRIP provider cannot choose to **combine** two of them or even all three options. The most obscure (as conflicting) combination will be the case for WISETRIP to be an eTourism agent selling tourism services and in parallel providing services to tourism professionals under the B2B case of Subscription Model.

More information on the alternative business models, a comparison of them in terms of extra development effort, marketing requirements, user & market acceptance risk, investment and operation costs and profitability, as well as a detailed competition analysis will soon be available within project deliverable D7.4 "Exploitation Plan".

www.wisetrip-eu.org

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor BPV GmbH Dr. Xiwen Zhang xiwen.zhang@bpv-ac.de

NEWSLETTER Page 6

WISETRIP Presence in 17th ITS World Congress

WISTRIP Presence in 17th ITS World Congress

The 17th ITS World Congress, took place at the Busan Exhibition & Convention Center in South- Korea from October 25 to 29, 2010, with the centre on the theme, "Ubiquitous Society with ITS". Many of the world's distinguished scholars and experts attended the congress providing the opportunity to obtain the latest valuable information and experience a wide array of technologies. With some 4.000 delegates and over 30.000 exhibition visitors it was the largest ITS event in the world.

WISETRIP was invited to present the project and its results in the special session 62 "Use of Mobile Devices to Provide Public Transport Information".
The session aimed to explore the use of mobile devices to provide public transport information, covering topics such as location-based information on mobile devices. The project results were presented in the session by Pekka Eloranta from Mobisoft. The presentation raised several questions and a concrete expression of co-operation interest by the In-Time project (http://www.in-time-project.eu). In addition to Mobisoft, East Japan Railway Company, Urban Public Transport Organisation of Thessaloniki, Greece, AustriaTech and University of Washington, USA presented their papers.
The session was moderated by Carol Schweiger from TranSystems Corporation, USA.

www.wisetrip-eu.org

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor BPV GmbH Dr. Xiwen Zhang xiwen.zhang@bpv-ac.de

NEWSLETTER Page 7

WISETRIP in Real Cases - Updates

Updates of WISETRIP in UK

Development of the UK's Traveline Journey Plan network is progressing and from September 2010 testing of the full UK JP data set is now available through any of the regional sites. This has resulted in the possibility of testing trips through WISETRIP to/from partner sites to anywhere in the UK.

Updates of WISETRIP in Hangzhou, China

As the WISETRIP city in China, Hangzhou has a leading position in use of intelligent public transport systems and services in China. After joining WISETRIP project, Hangzhou has accelerated ITS development and implementation activities. The current traffic and traveller information services includes the infrastructure platform containing Internet Data Centre (IDC) at the core, with resource management, data processing, data acquisition, video monitoring, information services and basic management. The Bus travel real-time information service system and Intelligent Public Transportation integrated platform are under construction, which will provide messaging services for bus routes, bus stations, bus transfer, real-time vehicle arrival information inquiry, and public bicycle service location, bus IC card recharge locations, etc.

Updates of WISETRIP in Florence, IT

Maintenance of the communication protocol between the Florence ATAF-Bus Bussola Journey Plan and the WISETRIP platform, in order to continue the successful results achieved by the project and evaluate any further exploitation. WISETRIP is now linked to the ATAF home page (www.ataf.net).

WISETRIP Consortium

- Forthnet S.A., GR (Co-ordinator) — Hellenic Telematics Applications company — www.forthnet.gr
- AUEB-RC/ TRANSLOG, GR — Athens University of Economics and Business — www.translog.aueb.gr
- ETRA SA, Spain — High tech group for mobility and public services — www.etra.es
- Mobisoft OY, Finland — SME focused on passenger transport telematics — www.mobisoft.com
- University of Aberdeen, UK — School of Geosciences, Centre for Transport Research — www.abdn.ac.uk/ctr
- ataf — ATAF Spa, Italy — Public transport company of Florence — www.ataf.net
- MemEx srl, Italy — Engineering company in field of Mobility and ICTs — www.memexitaly.it
- BPV — BPV GmbH, Germany — Research organization in urban planning and ITS — www.bpv-ac.de
- A.T.F — AMGEIS Transport Forum, UK — Non profit-making organization — www.transportforum.net
- DESTIA — DESTIA Oy, Finland — Company operating in traffic and infrastructure sector — www.destia.fi
- HCTRC, China — Public transportation research centre — www.hctrc.com
- YLE, China — Company specialised in ITS — www.yle-china.com

www.wisetrip-eu.org

WISETRIP Project Coordinator Forthnet S.A., Vassilis Spitadakis e-mail: vspit@forthnet.gr

WISETRIP Dissemination Manager ATAF S.p.A., Sonia Cerri e-mail: cerri@ataf.fi.it

WISETRIP Guest Editor BPV GmbH Dr. Xiwen Zhang xiwen.zhang@bpv-ac.de