

## Summary Technology Seminar: Mobility management today and Tomorrow, 21<sup>st</sup> March 2012

The afternoon seminar on Mobility management kicks off with a welcome by the organizers: Nicole De Smyter, managing director at Leuven.Inc and Veronique Van de Kerckhove, managing Director from VeroTech.

The key note lecture, *Traffic management in Flanders: general framework and opportunities*, is given by Sven Maerivoet from Transport & Mobility Leuven. He is a researcher of the Data Enrichment Group and has expertise in road traffic flow modelling, ITS and policy impact analyses.

Sven states that today the capacity of our transport system is insufficient and the prognosis of traffic jams in 2020 is alarming. Traffic management to the rescue! But what do we want to achieve exactly and with what measures? Sven explains the possibilities in intelligent traffic management, the available best-practices and successful case studies. However the technical side alone of traffic management is not enough and a consistent policy by the government is obviously essential.

Next up is a presentation on *Smart road pricing for trucks*, providing a specific *outlook for Belgium and the link with active car safety*. This second presentation is given by the speaker duo: Frank Daems and Liesbeth Gommé. Frank Daems is Director Business Development for telematics solutions in the Business Unit Automotive of NXP Semiconductors and Liesbeth Gommé works as VeroTech consultant at NXP Semiconductors on automotive antennas and the design of a Car-to-X communication platform.

Frank highlights the world wide picture on road pricing and how innovations in ITS come from the Far East, namely Singapore, where the government follows a consistent policy and roadmap to enhance both traffic safety and mobility. NXP is already preparing technology on silicon and Liesbeth explains the added value and the challenges of antenna technology supporting these services and the worldwide engagement of NXP in ambitious ITS field trials.

For the third presentation Sven Maerivoet together with Friedl Maertens from IBM present the results of *the Leuven field trial on Smart road pricing*. Friedl Maertens is Business Development manager at IBM Belgium for S&D for the Public Sector.

The test revealed that there was indeed a detectable change in mobility behaviour of the drivers: the test persons were more conscious about their mobility, 60% of the time they drove during off peak periods. The test results map with the mobility policy (less societal costs, less congestion, increase of the quality of life...) and indeed prove that steering the mobility in a city by "smart mobility" could actually work.

The final presentation, *Traffic flows with floating car data*, is given by Steven Logghe from Be-Mobile. Steven is Chief Traffic and has a master degree and PhD in Traffic Engineering.

Steven takes us along an ordinary rainy morning between Ghent and Brussels and the apparent accordion effects in traffic. The combination of rain, an accident along the route and structural traffic jams make the picture turn red. Here, car floating data can offer solace. Car floating data uses the real-time GPS location of driving vehicles to estimate the average speed and identify traffic jams. Be-Mobile equips navigation systems with traffic information, runs 24/7 live traffic services for radio-TV companies and internet news-portals and uses their RouteGuard to steer traffic by indicating travel times as proven successfully during last Rock Werchter.

At the end of the afternoon, a lively discussion on mobility management is moderated by Wouter Florizoone from Flanders Smart Hub. Many questions and concerns on mobility policy are raised by the audience and further reflected on during the networking reception.