

# INNOVATIONS

INTERNATIONAL EXHIBITION FOR THE TECHNOLOGIES, SERVICES AND PASSENGER  
TRANSPORT OPERATORS WHO ARE SHAPING THE TRANSPORT OF TOMORROW

NO. 8 SUMMER 2007

www.transportinnovations.com

## Quality line up in store

**This year's Transport Innovations show (NEC, Birmingham, 10-11 October 2007) – to be attended by leading technology companies – is set to contain another quality line up, says its Director Mark Griffin.**

Talking to *Innovations* he explained: "With new features, such as short lunchtime presentations of key products, the ITSO Street and ECO-Village, the exhibition – the only one of its kind in the UK – will undoubtedly be very popular."

Staged alongside Coach & Bus Live – the major industry show of the year – Transport Innovations will showcase the practical application of technology in passenger transport across the road, rail and personal transport sectors.

"We have another range of quality exhibitors in this rapidly

developing sector of the market."

Already key market players – such as Omnibus Systems, PayPoint, Wayfarer, ITSO, Giro, City Space and the Trueform Group – are among almost 40 exhibitors expected. A full list of exhibiting companies already includes: Alphra UK, Appear Networks, C Spencer, City Space, Concessionary Solutions, Connexionz, Dorman Varitex, Ecebs, Eckoh, Energy Saving Trust, Fara DK, Ferrograph, Giro Inc, Halsall Signs, IKI Portable Solutions, INIT, ITSO, Journeyplan, Liftshare.com, Logical Transport, ML2 UK, Moovera Networks, MVA Consultancy, Newbury Data, Nexus Alpha, Omnibus Systems, Paypoint, PPS/EDV, Proxim Wireless, Region Services, Tait Europe, Tandata Systems, Trapeze Group, Trueform Group, Wayfarer, Transit System.

For more details about the show, please see inside this issue.



"Leading companies support 2007 event," says Mark Griffin

## Coping with extremes

The desire to create high-quality passenger transport systems, means that Trueform's new solar-powered air-conditioned waiting shelter will prove attractive to UK and European buyers.

The first of its kind in the world, the energy efficient and environmentally-friendly shelter can also be specified with electronic real time information displays, CCTV, ATM/vending facilities and integral toilet.

It doesn't need an external power supply or major road



Can be installed in a day

excavation, while operators will be delighted to know it can be installed in under a day. Designed primarily for Trueform's North American, Middle and Far Eastern markets, its self-closing doors and powerful, high velocity air curtain means the shelter maintains a constant 20 degrees inside.

## Three functions: OnePulse

**OnePulse is the name for the new combined Barclaycard Visa, Visa Connect and Transport for London Oyster smartcard to be launched this autumn.**

It is the result of a deal between Barclaycard and TranSys (the consortium behind Oyster) giving exclusive rights for Oyster to be placed on Barclaycard Visa and Visa Connect cards for three years.

The card will host Oyster (pay-as-you-go or a season ticket), a standard chip-and-pin PIN credit card (for transactions over £10) and contactless one-touch payments (for under £10) debited against the credit card, but not



needing a PIN or signature.

Launching the new design and brand, Barclaycard has also started a pre-registration website ([www.barclaycard-onepulse.co.uk](http://www.barclaycard-onepulse.co.uk)) with information on the new card for potential users to register their interest.

## M-ticketing for Go North East

**ATOS Origin has been named by Go North East as its preferred supplier for the UK's first mobile phone ticketing system. It will also be the first implementation of ATOS' Worldwide Mobile Payment facility.**

Although National Express and Aircoach in Dublin use m-ticketing, this will be the first mainstream

application of full bus ticketing, rather than simply as ticket presentation methods.

Passengers will register their details online and credit their accounts with cash. By texting a code to their account, a text message, containing a bar code, will be sent to their phone, which can be swiped by an on-board reader or checked by the driver.

# What will be the year's

**One of the key questions to be answered at Transport Innovations 2007 exhibition and seminars will be 'which company has the best innovation'?**

Now in its third year, the 'Innovation of the Year Award' - presented at a special reception on the first evening of the show - is a unique event and rewards the company whose product or service exhibited at the show best demonstrates the practical use of technology in the passenger transport industry.

All exhibitors are invited to enter, with the closing date for nominations of 3 September, after which the judges have three weeks in which to select the winner.

The award will once again be decided by an independent panel of judges.

Last year's winner, Procyon, received its commemorative trophy at the exhibitor reception. Procyon's winning entry was its clever 'd|sign' digital signage software which, linked with flat-screen technology, is an advanced, but practical, digital information

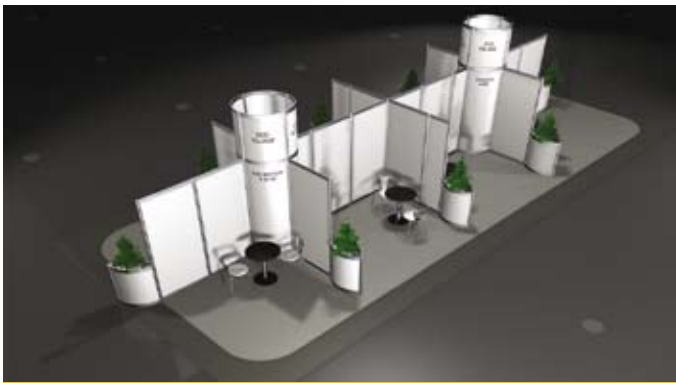
system. Developed specifically for First's advanced 'ftr' system in York, where it displays a mixture of CCTV images, service details, next stop and general information, such as fares, weather and special offers, it has also been implemented by other leading companies including Arriva, Metroline and Stagecoach.

The Wellingborough-based company's digital signage transformed staff communications by using large screens at depots to display dynamic images and text, specifically designed for transport staff at work.

Commenting on this year's competition, chairman of the judges Rod Fletcher told *Innovations*: "We've already had some really strong entries for this year's award, reflecting the rapid pace and high quality of development in the sector. The judges will have a tough job selecting the winner.

"The technology being exhibited at this year's show was, in many cases, just a glimmer in someone's eye a few years ago. But now it's here - and importantly - it works, showing just how quick the pace of development is."

## Welcome to the Eco-Village!



The Eco-Village is backed by the Energy Saving Trust

With the 'green' agenda increasingly focussing on transport, a new innovation at this year's show will be the 'Eco-Village', following suggestions by a number of last year's visitors.

Supported by the government-backed Energy Saving Trust (EST) - one of the UK's leading organisations tackling energy and climate change - the Eco-Village will explain the potential for sustainable and efficient transport.

This special area provides cost effective opportunities to take a presence at Transport Innovations.

You'll find companies and organisations at the forefront of assisting the bus and rail industries exploit their existing environmental advantage or provide products and services that will help further reduce its carbon footprint.



The Eco-Village will be a platform to show ideas of fuel technologies, solar power, travel planning, environmental consultants, energy saving devices, car clubs and complimentary travel modes.

You can also use this opportunity to speak with representatives of the Energy Saving Trust within the Eco village. You also can see how Urban Transport and infrastructure can be made environmentally friendly.

- A limited number of cost-effective exhibitor stands are available in the Eco-Village. For details contact the sales team on 0870 950 9620

## Suppliers share experience

**In a new initiative for the market-leading Transport Innovations show, a series of short lunchtime-presentations from a range of companies will get visitors up to speed on the latest issues and developments.**

The presentations will cover a wide range of topics: such as alternative power, to the changes in concessionary travel and off-vehicle ticketing.

"I'm very excited by this new addition to the exhibition," Show Director Mark Griffin told *Innovations*. "We know that people have a limited amount of time, but need take away from the show information vital to their jobs. By participating in this series of short, focussed presentations, visitors will be able to rapidly increase their knowledge - which is vital for them to make the best procurement decisions."

Michelle Stanborough of PayPoint, one of the speakers, added: "Being able to explain the advantages of our solutions - proven off-vehicle ticketing - in a straightforward way to an audience of this nature is ideal. I'm really looking forward to it, and I'm sure it will significantly enhance our eye-catching presence at the exhibition."

The full list of presentations is:

**Wednesday 10 October, 1200hrs:**

- Proxim Wireless - *Wireless Networking Systems*, Anthony



Knowledge sharing

Fulgoni, Area Sales Manager

- City Space - *Innovations in Transport Technology*, Guy Wolfenden, Transport Director
- Concessionary Solutions Ltd - *How has concessionary travel changed?* Malcolm Daughrey, Managing Director

**Thursday 11 October 1200hrs**

- Tait Europe - *Data Transmission for RTP Systems*

- PayPoint - *Proven off-vehicle ticketing using a retail payments terminal network*. Michelle Stanborough, Transport Account Manager

# innovation?

## Take a walk down the ITSO Street



Procyon was last year's winner for its clever 'd|sign' digital signage

## Seminars to address key issues



Seminars will tackle current issues close to the hearts of operators

One of the most popular aspects of the Transport Innovations show is the two-day free seminar programme that runs alongside it.

Renowned for their quality of speakers, they offer a unique opportunity for operators, buyers and planners - especially those from local authorities - to bring themselves up to date up with details of new and cost-effective transport technology. The seminars are also carefully timed to ensure that visitors have sufficient time to visit exhibitors' stands.

Specialist speakers will explain the latest developments in the market, and show how their introduction is bringing positive change to the passenger transport industry - across all modes.

This year is no exception and hot topics, such as how technology impacts on concessionary fares (presented by Jonathan Backhouse of Backhouse Jones Solicitors) are

covered. In all the seminar sessions, with eight speakers over the two-days, will cover four key topics:

- Managing data and information to enhance operation
- Future ticketing - including ITSO and smartcards
- Travel choice and changing environmental awareness
- Transforming the passenger environment

Speakers include suppliers (such as Omnibus Systems and PayPoint) operators, (such as Chiltern Railways and Liftshare) and specifiers (such as Cheshire County Council and Merseytravel).

Due to the popularity of these seminars, early booking of places (which are free) is strongly recommended. The full programme is available at [www.transportinnovations.com](http://www.transportinnovations.com) and bookings can be made online at the same time as you register to visit the show, held at the NEC, Birmingham.

Government backing for ITSO smartcard ticketing schemes means this technology is poised to grow rapidly over the next decade, and the Transport Innovations show's new 'ITSO Street' will showcase the latest technology and its immense possibilities.

Recent rail franchise awards to GoVia and Stagecoach for the West Midlands and East Midlands franchises respectively, have seen the Department for Transport (DfT) require the introduction of smartcards. This follows a similar specification by the DfT for the South West Trains franchise last year. In total, the three franchises have committed £43 million to smartcard introduction, and all are expected to be ITSO compliant.

The forthcoming New CrossCountry (won by Arriva) and InterCity East Coast franchises (to be announced later this summer) will also include smartcard ticketing as a DfT requirement.

In addition, a deal between Transport for London (TfL) and London's heavy rail operators will see Oyster smartcards extended to all London stations. While Oyster is not yet fully ITSO-compatible, it will demonstrate the benefits of smartcards in this sort of environment.

The DfT is also considering making its all-England national concessionary fares scheme - which starts in April 2008 - smartcard. This would put ITSO-compliant smartcards into the hands of around 10 million people, in addition to around 4 million planned for Scotland, which is also using ITSO-compliant smartcards for its concessionary fares schemes, and has already rolled out the first phase.

Along with existing regional schemes, mainly promoted by shire councils, this will bring the number of smartcards in issue to almost 50 million, offering transport providers huge opportunities for fares collection, decreased dwell times and reduced fraud.

One of the most exciting aspects offered by smartcards is the



potential journey information it offers operators, who will then be able to target new ticket types and fares at specific groups of passengers. There is also the possibility of easily offering promotional smartcard-only fares, in addition to automatic top-ups, multi-operator and mode inter-availability.

On the 'ITSO Street' at Transport Innovations, visitors will be able to find out about the benefits that smartcards could have for their operations - and the potential for travel growth they can unlock.

Claudette Stephenson, of ITSO, told *Innovations*: "After many years of designing standards to ensure the security of cards, products and transaction data between inter-operable schemes, emerging schemes are set to place millions of smartcards into people's hands.

"Advances in technology have made inter-operability of these schemes viable and the industry is about to take a big step towards advanced ticketing.

"Visitors to the ITSO Street will be able to see the direct benefits this will bring, and we look forward to explaining opportunities that lay ahead."



## What can you expect to get from Transport Innovations?

### EXHIBITORS

- Raise your profile
- Generate quality leads
- Trade press coverage in *Local Transport Today*, *Transit* and top coach and bus trade weekly **routeone**
- Promotional opportunities in the dedicated show newsletter *Innovations* which is distributed across an extensive and unique database

### VISITORS

- Attend Transport Innovations Seminar programme run by the industry's foremost conference organiser, Landor Conferences
- See the latest information and technology in:
  - Customer Service
  - Support Systems
  - Fares and ticketing
  - Quality infrastructure
  - Management systems
  - Business planning

### WHERE & WHEN

Hall 17, National Exhibition Centre (NEC), Birmingham, United Kingdom

#### Show dates and hours:

**Wednesday 10 October 2007**  
0930-1730hrs  
(Exhibition and free seminars)

**Thursday 11 October 2007**  
0930-1700hrs  
(Exhibition and free seminars)

#### For more details please contact:

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# Don't miss the show of the year!

**Transport Innovations 2007 is the UK's premier event where decision makers will discover and examine the passenger transport technology that is shaping the future of the industry.**

Operators, local authorities, consultants and equipment and technology providers are working together to deliver a new vision for passenger transport. Transport Innovations is the perfect platform where industry experts to meet.

Register FREE now at [www.transportinnovations.co.uk](http://www.transportinnovations.co.uk) and you will receive your complimentary ticket, which enables you to gain fast track entry

at the show.

The event showcases the technologies, services and operators who are bringing new vision to future transport, in rail, light rail, coach and bus. Over the two days you will get a chance to develop your contacts with buyers and suppliers of cutting-edge technology and service throughout the industry.

Transport Innovations 2007 is also held alongside Coach & Bus Live 2007. Together, they will form one of the largest and most significant transport events to be held in Europe this year.

With the industry constantly evolving, we recognise that time is

one of the biggest constraints within management. Therefore the co-location will not only mean you can visit two valuable shows at once, but you will benefit from a comprehensive marketing programme aimed at the industry.

The show is the prime focus for exhibitors who are able to reach key buyers, such as operators, local authorities and transport planners. Already, there has been significant interest from exhibitors and the show will present the best technologies from the market leading companies. For more details about how to exhibit, please call our sales team on 0870 950 9620.

### MEDIA SPONSORS

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