

INNOVATIONS

PRACTICAL APPLICATION OF TECHNOLOGY IN PASSENGER TRANSPORT

NO. 16 - SUMMER 2010

Tackling the key issues

Seminars examine the current hot topics of cost control, ITSO and government policy and regulation



Winning modal shift from cars to buses and coaches is one key area that seminars subjects that will cover

In a carefully-planned series of high-level seminars over the three days of Euro Bus Expo, key issues that local authority transport officers and operators are facing will be tackled.

The series of 11 free-to-attend seminars – to be staged as a central part of the 2-4 November exhibition at the NEC, Birmingham – bring together leading industry players, opinion formers and policy makers.

Full details of the programme (on page 4) have now been released and one of the key subjects to be tackled is the expansion of ITSO-compliant smartcards. With government policy shifting Bus Service Operators' Grant (BSOG) towards fuel efficiency and smartcard enabled buses, there is renewed interest in the subject.

To satisfy this need for information, the government-backed ITSO organisation is planning a programme of lunchtime seminars on each of the three days. It will also be presenting one of the key sessions, when it will explain how smart integrated ticketing will be delivered across the UK.

Meanwhile, providing a real-life case study, multi-award winning East Midlands bus operator

Trentbarton and suppliers INIT will be explaining the benefits their MANGO smartcard partnership has delivered.

Taking a close look at the use of technology as the basis for bus passenger subsidy payments, will be bus operator EYMS Group, which already has sophisticated management reporting, linked to ticket machines.

Regulation is a pressing concern, and Confederation of Passenger Transport (CPT) Director of Policy Development Stephen Salmon will provide updates about key issues coming around the corner from Europe. Prior to this, the Department for Transport (DfT) will set out the latest thinking in government policy, with the added benefit of having had six months of the new administration in charge.

Other seminars – which are also not to be missed – will cover how to reduce vehicle wear and tear, save fuel and encourage modal shift with a targeted doubling of the use of coaches and buses.

And, in what is likely to be one of the busiest seminars will see Paul Walker of VOSA deal with the latest hot topics of concern to operators.

Technology Zone: Bringing you tomorrow's world today

A dedicated area showcasing the very latest developments in IT, software, information systems and equipment, revenue collection



systems, ticketing and mobile technology; the Technology Zone is a major feature of this year's international trade show, Euro Bus Expo. If you are a technology-based company and would like to participate in this cutting-edge display, then please contact our sales team for further details and to reserve your stand. But please don't delay as the few remaining stands for the Technology Zone are booking fast!

■ To book your stand call **01926 834790**, or email info@eurobusxpo.com

■ Details from www.eurobusxpo.com

SHOW DATES:

Tuesday 2 November 2010
Wednesday 3 November 2010
Thursday 4 November 2010

VENUE:

Hall 5, NEC, Birmingham

OPENING HOURS:

0930hrs – 1700hrs
0930hrs – 1700hrs
0930hrs – 1630hrs

OPEN TO:

Trade visitors and press only

CONTACT:

Tel: 01926 834790
Email: info@eurobusxpo.com
Web: www.eurobusxpo.com

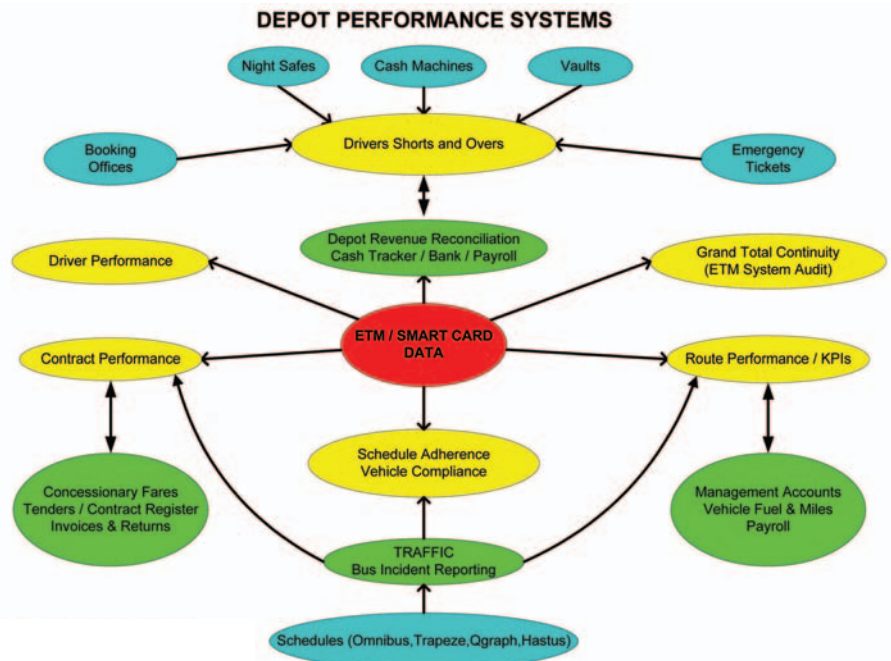
Significant software enhancements now

The latest '4th Generation' version of the EP Morris and Company Ltd Depot Performance System has been released.

Significant enhancements include re-development of the Traffic system on the SQL platform.

This integration of the schedules data, in terms of both miles and hours, has facilitated a number of initiatives:

- **Tenders and Contracts:** It is now possible to interrogate the schedule on import to ensure that tenders are identified and the Tender and Contract Register is up to date and fully accounted for
- **Concessionary Fares:** Data extraction is now much simpler and will assist in compliance with the BSOG incentives in respect of AVL and ITSO compliance. The definition of scheme and TCA boundaries is included in a data exchange whereby the content of the Tender Register is passed periodically between the authority and the operator
- **Vehicle Compliance and Schedule Adherence:** This can now be monitored on a daily basis to provide KPIs prompting management intervention where adverse trends are identified
- **Incident Reporting:** Developed as a front-end to the Traffic system, it facilitates early recording of an incident in the operations / radio office, which can be followed through
- **Driver Performance:** This has been enhanced



to increase its functionality

- **Driver Profiling:** This has been re-written to assist in the identification of drivers

The firm comments: "As before our policy of updating software to the latest version continues. So long as the support and

maintenance contract is up to date we will upgrade the software Licence free, the only charge being in respect of time and materials."

■ **Details from www.epmorris.co.uk or visit Stand T118**

Order growth

Technology supplier Omnibus has recently won new contracts in the UK including Tyne and Wear Metro which has bought the Omnibus schedules suite, OmniTIMES, OmniBASE, OmniROTA, and CrewPLAN in addition to OmniDAS, the depot allocation system. D & G Group has ordered the schedules suite and Gloucestershire Council has enhanced its Omnibus portfolio by adding OmniBASE and OmniFLAG.

In addition to this, Omnibus has just finished implementing the full scheduling and depot allocation systems into Citybus Group, Kuwait. This project sees Omnibus software scheduling and managing some 700 drivers across more than 30 routes throughout Kuwait. This implementation has been supported by the Omnibus Schedules Consultancy service.

■ **Details from www.omnibus.uk.com or visit Stand T122**

A smarter way of travelling...

From Kent to Kirkcaldy, from university campuses to city-wide schemes...the smartcard revolution is transforming the way that people travel and bus operators work.

At the heart of many of the UK's most advanced urban transport projects is Parkeon which, with its range of ITSO-certified Wayfarer on-vehicle ticketing systems, is handling millions of smart-enabled transactions every month.

In the UK, sales of Parkeon's advanced Wayfarer200 ticketing system with the Arriva Group is now exceeding 1,000 units, thanks to a new order placed to support the ITSO scheme planned for Kent.

"Whether it's on-vehicle, on-street or in the back-office, smart technology is transforming the way that public transport companies operate," says Gavin Trimnell, Parkeon Head of UK Sales. "It's clear that the pace of



Gavin Trimnell: Pace is quickening

technology adoption is quickening, partly in response to the recent changes announced in BSOG, which rewards investment in latest generation architecture."

■ **Details from www.parkeon.com/uk or visit Stand F10**

The Kings Ferry to have its own iPhone app 'very soon'

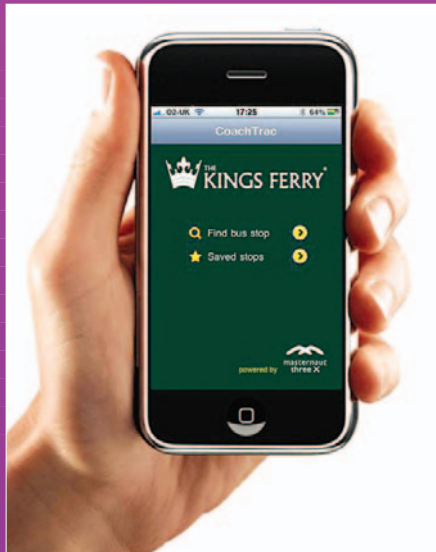
Building on the success of its unique 'Coach Track' facility for WAP and Internet, The Kings Ferry is about to launch its new iPhone app - iCommute.

It provides users with the ability to find their nearest Kings Ferry or Travel Link Commuter stop using the iPhone's built-in location facility. The dedicated app will locate all the stops and show the distance to each stop, displaying the location on a map and how to navigate to it.

Choosing the stop will then show the list of scheduled departures from that stop and also allow the user to track and find the location of the exact vehicle servicing that route.

Commercial Director, Danny Elford says: "We service 15 stopping points from Canary Wharf through the City to Victoria with our 34 services to Medway and Swale. While most of our commuters use the same stop every day, this will show them alternative more convenient stops based on their current location. It also gives them real time information as to the location of their service.

"Information is key to the success of any transport system and the easier we can



Kings Ferry's App will be powerful tool

make the access to that information, the better customer service we can provide."

■ Details from www.thekingsferry.co.uk or visit Stand T100

Fuel and CO₂ savings online calculator is launched



Instant results demonstrate savings

Coach and bus operators are being encouraged to use a revolutionary new website to calculate how much they could save on fuel by installing the award winning fuel saving and safety device EcoManager.

EcoManager regulates drivers' acceleration and braking by indicating through a dashboard 'red-amber-green' LED display, which provides live feedback advising them how they are driving and enabling them to adjust their driving style to improve their rating.

EcoCalculator on the new www.getecomanager.com website is an interactive calculator designed to show what the proven savings of 12% on fuel can mean in real terms. The advanced web-based function uses proven parameters taken from months of monitoring thousands of drivers that are actively using the system.

As well as fuel savings, operators can calculate their reduced CO₂ emissions using Government statistical parameters showing how much CO₂ can be saved when fuel consumption is reduced. The EcoCalculator function also shows how maintenance and repair costs are reduced, and by how much.

By adding in the annual maintenance bill and cost of accidents, the website will calculate the potential cost savings in these areas too.

Improvements in passenger comfort and the reduction in liability claims that result from using EcoManager can also be calculated online.

For example, a bus operator with 100 vehicles and an annual fuel bill of £720,000 can save £86,400 per year, or £864 per vehicle, on fuel alone. That same fleet can also reduce its carbon footprint by 377,280kg of CO₂ a year.

■ Details from www.getecomanager.com or visit Stand T183

R&D is behind CCTV success



Firm now has more than 20 patents for its designs which are in use around the world

A cost-effective wireless mobile surveillance system with superior quality, and the stability to meet the requirement for transport is the bedrock of Streaming Video Technology (SVT), says the firm.

The rapidly-growing firm, founded in 2002, now has more than 300 employees, with more than 100 experienced R&D engineers and has obtained more than 20 patents.

It has successfully deployed its systems in public transport systems in most major cities in China including Beijing, Shanghai,

Guangzhou, Shenzhen, and Sichun. Notable projects included the Beijing Olympics 2008 and Shanghai EXPO 2010. It also extends internationally across five different continents.

SVT specialises in the development and production of Mobile Digital Video Recorder (MDVR) and Digital Video Recorder (DVR). It offers three systems, to cater for different specifications of operators.

■ Details from www.en.sz-streaming.com or visit Stand T180

Putting you in the fast lane on the latest industry issues

Free seminars by key industry figures will tackle latest issues of concern to coach and bus operations

The highly informative Euro Bus Expo 2010 seminar programme with its specially selected content and high profile speakers is designed to keep you abreast of all the latest technological trends and developments.

The seminars are free to attend and there's

no need to book, just turn up at the ITSO sponsored Seminar Theatre to attend whichever session you choose.

At the stand within the Seminar Theatre visitors can receive first hand information about ITSO and have one-to-one advice sessions.



SEMINAR THEATRE PROGRAMME SPONSORED BY ITSO
www.itso.org.uk

TUESDAY 2 NOVEMBER	WEDNESDAY 3 NOVEMBER	THURSDAY 4 NOVEMBER
<p>1100hrs – 1145hrs Go green, save fuel, reduce wear and tear - Trapeze shows you how Trapeze, Chris Gough – Director of Sales</p>	<p>1100hrs – 1145hrs Technology – the basis for bus passenger subsidy payments Parkeon & East Yorkshire Motor Services, Bob Rackley - Commercial Manager</p>	<p>1100hrs – 1145hrs The VOSA customer service team with the latest topic of the day for operators VOSA, Paul Walker - Customer Relationship Manager, PSV</p>
<p>1215hrs – 1300hrs It takes two to MANGO - a smartcard partnership Trentbarton, Mark Greasley - Group Project Manager & INIT</p>	<p>1215hrs – 1300hrs Six months in - where does the Government go from here? Department for Transport</p>	<p>1200hrs – 1245hrs Going for growth Greener Journeys – Making the switch to bus and coach Smart Move – Doubling the use of buses and coaches</p>
<p>1430hrs – 1515hrs The way ahead... Delivering smart integrated ticketing across the UK, ITSO</p>	<p>1430hrs – 1515hrs Update from Europe with key issues around the corner Confederation of Passenger Transport (UK), Stephen Salmon – Director of Policy Development</p>	

1315hrs – 1345hrs - Daily
ITSO lunchtime session
 ITSO is planning a programme of lunchtime seminars taking place on each of the three days of Euro Bus Expo on '**BENEFITS OF ITSO AND IMPLEMENTATION OF ITSO-COMPLIANT SMART TICKETING**' for transport operators, local authorities and industry suppliers.

Be part of the leading edge...



The Technology Zone is an integral part of Euro Bus Expo 2010, at the NEC, Birmingham on 2-4 November. Together, they form the largest and most significant passenger transport event to be held in the UK this year.

The event showcases the technologies, services and operators who are bringing new vision to transport.

Over the three days you will get the chance to develop your contacts with buyers and suppliers of cutting edge technology and service throughout the industry. With the industry constantly evolving, we recognise that time is one of the biggest constraints within management. With the Technology Zone co-located within Euro Bus Expo you can benefit by encompassing all passenger transport aspects – from vehicles, to equipment and technology – under one roof. The show is the prime focus for exhibitors who are able to reach key buyers, such as operators, local authorities and transport planners. There is significant interest in the show from exhibitors and the show will present the best technologies from the market's leading companies.

TECHNOLOGY EXHIBITORS INCLUDE:

- 1x1 Time (UK) Ltd
- 21st Century
- ACIS
- Actia UK Ltd
- Alfatronix Ltd
- Almex
- BAE Systems
- Centrad
- Connections
- Connexionz
- Cyberline
- Dilax Systems Ltd
- Distinctive Systems
- E P Morris & Co Ltd
- ERG Transit Systems
- GIRO Inc (Canada)
- Icomera
- INIT
- Lighthouse UK
- McKenna Brothers
- Mobitec
- Navaho
- Omnibus Solutions
- Parkeon
- Roeville
- Sound Technologies Ltd
- Streaming Video
- Ticketer - ETMSS
- Trapeze
- UK Mobile Media
- Vapor Ricon

Full exhibitor details at:
www.eurobusexpo.com

