Exhibitor Information

IT–TRANS

IT Solutions for Public Transport
International Conference and **Exhibition**

www.it-trans.org

18 - 20 February 2014
Karlsruhe Trade Fair Center
Germany

Welcome to IT-TRANS 2014

Leading global platform

UITP
International Association
of Public Transport

"**IT-TRANS** is the communication platform that we have created not least to advance UITP's strategic aspirations of PTx2, that is to double the use of public transport worldwide by the year of 2025 and thus make it a lifestyle and first mode of choice. **IT-TRANS**' figures speak for themselves. Will you contribute to the success of **IT-TRANS** 2014 and become a part of the IT Family?"
Alain Flausch, Secretary General, International Association of Public Transport (UITP)

KMK
CONNECTING IDEAS.
Karlsruhe–
Messen und Kongresse

"By only the third event, **IT-TRANS** was able to firmly establish itself as the leading specialised conference and exhibition for IT solutions in the public transport sector. **IT-TRANS** has turned out to be a MUST event for decision-makers in the industry who would like to learn all about pioneering IT solutions."
Britta Wirtz, Spokesperson of the Management Board, Karlsruher Messe- und Kongress-GmbH

IT-TRANS is where **international market leaders** and **key players** in the public transport industry meet. Be there when Karlsruhe once again turns into the **hub of IT in international public transport**. **IT-TRANS** offers:

• The global platform for IT solutions in the public transport sector
• Latest industry updates on products and services for the sector's daily business
• Focused industry networking
• Growing numbers of high-quality visitors
• Committed partners worldwide

Benefit from numerous networking opportunities and meet your peers and partners from around the world during coffee breaks, lunches, and our evening events such as the IT Family Dinner and the Karlsruhe Networking Night.

Welcome

The third edition of **IT-TRANS** more than **doubled the number of visitors** from 2010 (2012: 3.132 trade visitors, including 528 conference delegates from 50 countries) while once again increasing the share of international guests, with one in two visitors coming from outside Germany.

150 exhibitors from 23 countries presented their latest products and technical developments on the exhibition floor that covered more than double the space of 2010.

IT-TRANS – your target groups:

The highly focused conference and exhibition of IT-TRANS provide the platform to meet your future customers:

• Senior management of public and private transport operators
• Senior management of transport authorities and trade associations
• International delegations from cities and regions introducing IT solutions for public transport
• Local, regional and national authorities
• IT experts, engineers and developers
• Technical and project management staff
• Key-players in interoperability and standards
• Research and development specialists
• Manufacturers of vehicles and systems

"**IT-TRANS** is a very important trade fair for us, as the event's three days allow us to meet decision-makers from transport associations and suppliers. We are extremely pleased with the discussions we had."
Sjef Janssen, Managing Director, VDV-Kernapplikations GmbH & Co. KG, Cologne, Germany

Satisfied exhibitors:

"85% of the exhibitors were thoroughly satisfied with their participation in **IT-TRANS** 2012 and are most likely to take part again in **IT-TRANS** 2014."
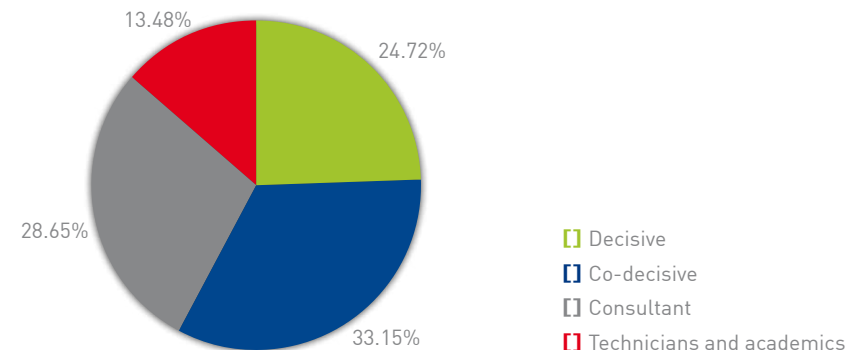
"90% of the exhibitors of **IT-TRANS** 2012 were able to meet their most important target groups."

"80% of the exhibitors of **IT-TRANS** 2012 are expecting a very good post-exhibition business."

International trade audience:

"87% of the attendees were satisfied with their visit to **IT-TRANS** all in all and are ready to participate in **IT-TRANS** again in the future."

(Source: **IT-TRANS** 2012 exhibitor survey)

Visitors' influence on purchasing decisions in their companies

13.48%
24.72%
28.65%
33.15%

[] Decisive
[] Co-decisive
[] Consultant
[] Technicians and academics

(Source: **IT-TRANS** 2012 visitor survey)

IT
—TRANS

IT-TRANS 2014: confirmed exhibitors (as of July 2012)

Exhibition categories

The **IT-TRANS** exhibition showcases cutting-edge information technologies and IT products applied in the public transport sector.

Travel information
Real-time Passenger Information (RTPI)
On-board passenger information systems
Urban navigation/navigation tools
Hand-held devices and mobile phones
Intermodal Transport Control Systems (ITCS)

Integrated fare management
Fare payment
Electronic payment systems (e-ticketing)
Integrated fare collection systems
Revenue collection systems
Revenue control
Card distribution and vending
Ticket dispensing systems
Data communication
Information management
Access control
Passenger counting

Smart cards
Contactless paper tickets and labels
Contact/contactless multi-application cards
RFID smart paper labels

Card and commercial services
Central system hosting and operations
Financial clearing and settlement
Card fulfillment, distribution, and marketing

Software/software development
Database technologies
Simulation software
Management tools
Project management software
Planning/scheduling systems
Timetable and staff planning
Training and educational programs (CBT)
IT in human resources

Traffic management/intelligent traffic
Traffic data determination
Centralized and remote traffic control
Traffic signal priority systems

Fleet and vehicle management
Vehicle tracking
Bus operator fleet management

Security and safety systems
Video surveillance (CCTV)
Passenger alarm systems
Intelligent sensing and recording
Scanning and trace detection (explosives and narcotics detection technologies)
Fire detection
Access control/barrier control

Data protection and privacy

Communication technologies

Infotainment systems
Mobile applications
Multimedia solutions
Advertising technologies
Advertising brokers and content providers

Customer services
Call-centre technologies and providers
Communication network management
Multimedia/internet services

City bikes/car sharing

and others

"Due to the fact that we are based in the USA, **IT-TRANS** is our most effective means of reaching our customers in the European market."
Terry Bills, Transportation Industry Manager, ESRI Inc., Redlands, USA

The Conferences

IT-TRANS Conference

Here is where speakers from all over the world lead **high-quality sessions** and presentations on relevant technological opportunities for the industry. Get inspired by discussions about the **latest developments in the IT world** and discover solutions for your pressing strategic decisions!

Security Conference

Customers are demanding higher levels of security; networks are recognizing the importance to invest. Through this new parallel conference, **IT-TRANS** 2014 offers the platform for the security industry to showcase security products and, through the dedicated working sessions, to learn more about the needs and requirements of the operators.

Apart from anti-terrorism security, daily security problems such as graffiti and vandalism, cable theft, pick-pocketing have an effect on the customer's perception of security.

IT technology has an important role to play and there is a huge potential for the security industry to develop solutions tailored to the specific public transport market.
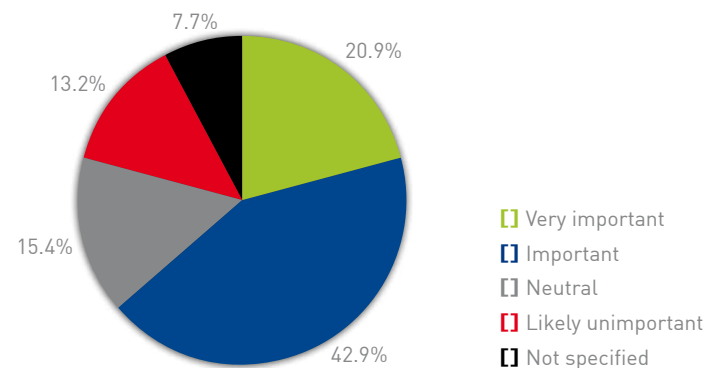
Market Update Forums

Increase your visibility by presenting your products and services in the Market Update Forums!

86% of the visitors of **IT-TRANS** 2012 attended the Market Update Forums and were satisfied with the quality of the presentations.

Sponsoring opportunities

Become a very special part of **IT-TRANS**! We offer a variety of opportunities, e.g. sponsorship of evening events, coffee breaks, restaurant areas, delegates' bags or merchandise materials. The entire range of services will be tailored to your requirements; contact us: jochen.georg@kmkg.de

(Source: **IT-TRANS** 2012 exhibitor survey)

Exhibitors' assessment of the combination of conference and exhibition

7.7%

20.9%

13.2%

15.4%

42.9%

[] Very important
[] Important
[] Neutral
[] Likely unimportant
[] Not specified

Practical information

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