

**EasyWay**



Annual Forum 2010



**Shortcut to the future.**

Lisbon • November 16<sup>th</sup>-18<sup>th</sup>



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**> DEPLOYING TRAVELLER INFORMATION  
SERVICES ACROSS EUROPE**



## > Traveller Information Services

**Traveller Information Services (TIS) aim to help road users prepare their trips and support awareness and decision-making while on-trip.**

This means:

- Displaying end-users with a comprehensive travel information
- Supporting travel decisions prior to and during the journey
- Covering local, urban, regional or cross-border areas
- Allowing for continuous access to relevant information
- Fostering the co-modal perspectives through the provision of alternatives options to road transports and the integration of other modes

**→ Traveller Information Services put road users' concerns at centre of debates**

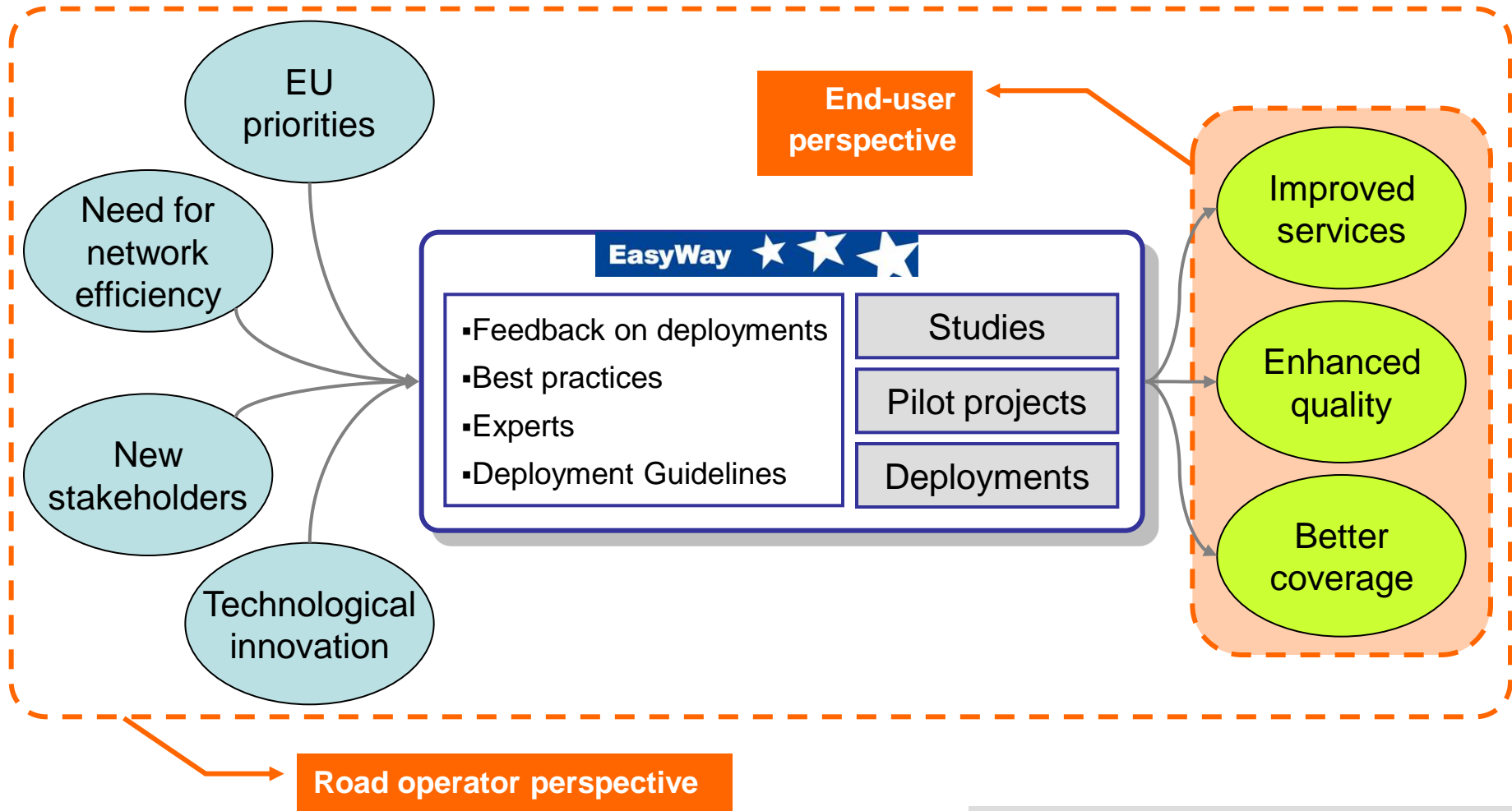


## > **EasyWay deployments on TEN-T Roads**

European road operators have been and will continue to deploy TIS services across TEN-T Roads, providing information on:

- **Road events**, prior to and during journeys
  - **Traffic conditions**, prior to and during journeys
  - **Speed limits**, especially when variable
  - **Travel time**, displayed real-time on multiple sections of the network
  - **Weather conditions**, especially on sensible sections or regions
  - **Co-modality** offers and combination of transport modes
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- ➔ **Road users encounter targeted services**
  - ➔ **TIS offers a variety of solutions for road operators**
  - ➔ **TIS services contribute notably to the increase of road safety and efficiency**

## > EasyWay: the platform to address TIS innovations and deployments





## *Traveller Information challenges*

### > **the end-users' perspective**

European road users are experiencing a substantial evolution of travel information for the last years:

- **Proliferation of Traffic Information display**, among which mobile devices (GPS and smartphones) constitute the increasing part
- **Several Traffic Information sources**, enabling enriched and multiple contents resulting from the fusion of these different sources

Road users have been used to an easily accessible Traffic Information, independently from the complexity of data collection / processing / provision:

- ➔ **Road users expect TIS services permanently and locally available**
- ➔ **Road users have very high expectations on TIS services accuracy**



## *Traveller Information challenges*

### > **the road operators' perspective**

- **New data sources and technologies** are being made reliable
- **New stakeholders**, for instance service providers, enter the scene
- Issues of **data reliability and quality** become pregnant
- **Legal issues** related to data provision are of first concerns

Therefore road operators are now called to concentrate the development of TIS services on:

- **Data quality and accuracy of information**
- **Information display, regardless to the user and technical solutions**
- **Cooperation with external stakeholders**



## > **EasyWay: toolbox for enhanced TIS services**

Besides deployments, ESG1 gathering EasyWay TIS experts, is key to contribute to a prospective approach in this area. Activities will aim to better assist road operators implementing traveller information through:

- EasyWay Deployment Guidelines :
  - **State of the art and best practices** continuous update
  - **Levels of service**, defining services' provision
  - **Levels of quality**, defining services' content
- Increased cooperation with external stakeholders
- Assessment of TIS services from end-users' perception

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Wishing a fruitful  
EasyWay Annual Forum 2010

Thank you,  
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