

**EasyWay**



Annual Forum 2010



# Shortcut to the future.

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



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## DATEX for the TERN

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of ESG DATEX



## DATEX –

### Is there a benefit for the road user ?

**No**, because:

Travelling remains more of an adventure when information changes at every border

It keeps the IT-business alive having to write almost the same interfaces again and again

Why don't they do it all like here in x ? (x = any of {D, F, ES, PT, UK, SE...})

One can wait for specs from Google to arrive, which everybody has to use anyway

The snow in Austria is completely different from the (non EU!) snow in Switzerland



## DATEX – So what is the use then?

A single market is better than many smaller ones:  
Competition is fostered when data availability grows

The market for dynamic traffic information gets more lively:  
One standard serves both the public and private users in the B2B domain

ITS-Application grow quicker on levelled ground:  
DATEX II increases the scale and scope of businesses

Forces can be joined to debug a common specification:  
ITS applications are getting more reliable, users share best practice and learn from each other

The consumer can be better served from such a vivid marketplace:  
DATEX II helps to economise on basic functions and to specialise on new areas



## DATEX – does the road user notice?

When receiving a dynamic routing advice on trip, it's likely that data has been provided using DATEX II

When planning a longer trip – e.g. for your next vacation – it's highly likely that pre-trip information has taken advantage from content delivered in DATEX II

In case of severe incidents it is of outmost importance not to have to bother with information availability; standardised interface are a must

The highly integrated traffic Management of the future can't be realised without a common data standard – cooperative systems even further increases the number of stakeholders involved; the envisaged collaboration performance can only be achieved based on system level interoperability



## ESG 5 represents many DATEX applications in Europe

