

A nighttime photograph of a city skyline with several illuminated skyscrapers. In the foreground, there is a green lawn with palm trees and a group of people jogging. The sky is dark blue with some clouds. The title text is overlaid on the upper left portion of the image.

INTELLIGENT TRANSPORT SYSTEMS ENABLING THE SMART CITIES



Panagiotis Ioannou,
Transport Solutions Expert



CONGESTION



CROWDED



ACCIDENTS

POLLUTION

UNCOMFORTABLE

NOT EFFICIENT

NOT SUSTAINABLE



GROWING CITIES



Half of world's expected 9B people will live in giant cities by 2030. ⁽¹⁾



Smart City Challenges: Feeding, Housing and Transporting People

GROWING TRANSPORT NEEDS

(1) Designing the Urban Future – Smart Cities (David Biello – 2014)



HUGE INVESTMENTS

IN

TRANSPORT INFRASTRUCTURE

AND

TRANSPORT SERVICES



EVERYONE TO BE CONNECTED

IN CARS

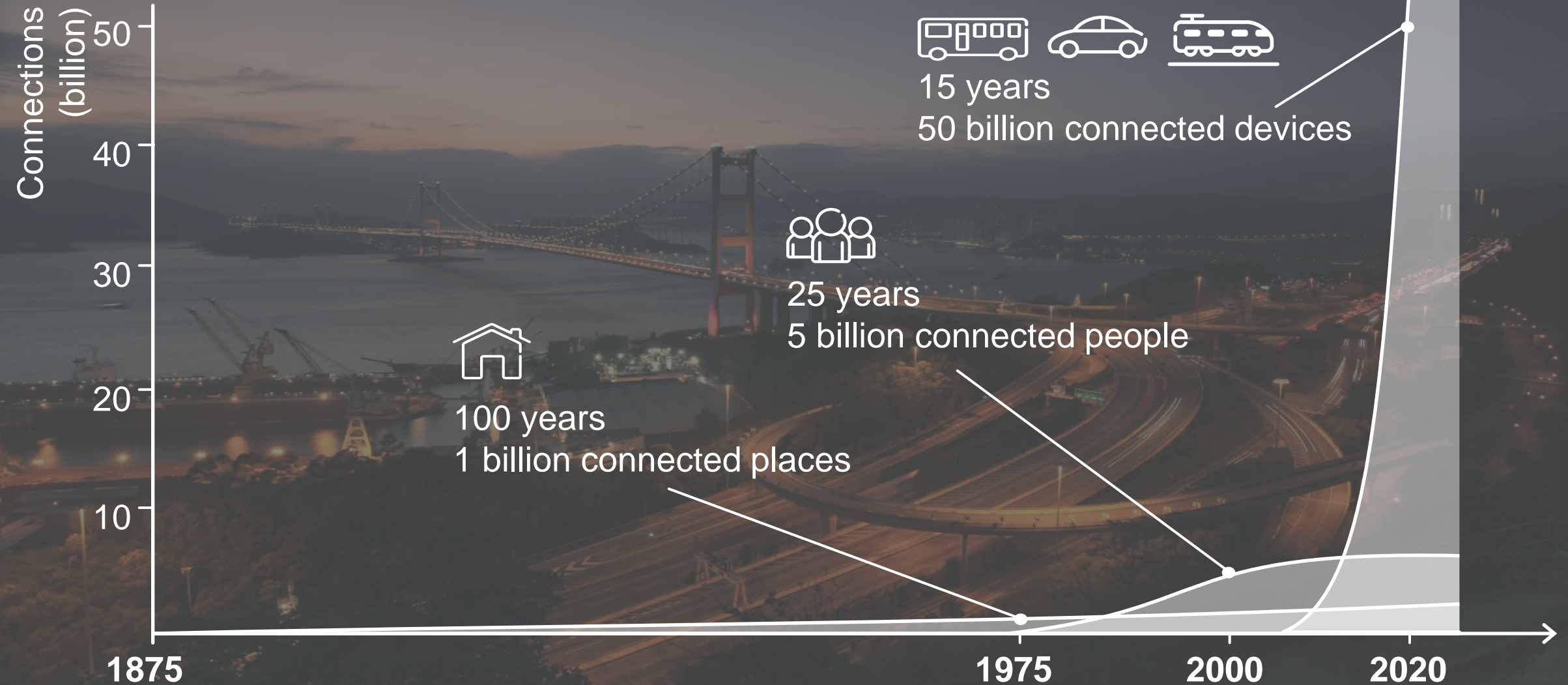


IN TRAINS

IN METRO

THE NETWORKED SOCIETY

WHERE EVERY PERSON AND EVERY INDUSTRY IS
EMPOWERED TO REACH THEIR FULL POTENTIAL



ERICSSON IN TRANSPORT



CONNECTED VEHICLE
CLOUD

CONNECTED
VESSEL

ICT
INFRASTRUCTURE

TRANSPORT
TRANSACTIONS

TRAFFIC
MANAGEMENT

ERICSSON OFFERING AREAS FOR INTELLIGENT TRANSPORT SYSTEMS



TRAFFIC MANAGEMENT

Connected Traffic can be managed more efficiently

TRANSPORT TRANSACTIONS

Smart fees and payment enabling multimodal transport

ICT INFRASTRUCTURE

Connected Roads and Traffic safer and more efficient

Connected Public Transport more attractive

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TRAFFIC MANAGEMENT

CONNECTED VEHICLES



- › LIVE WITH VOLVO CARS SINCE 2013
- › AVAILABLE IN 160 MARKETS
- › RECOGNIZED WINNER OF INDUSTRY AWARDS IN TELEMATICS, M2M AND INFOTAINMENT



TRAFFIC MANAGEMENT

CONNECTED TRAFFIC CLOUD



Sharing aggregated anonymous data

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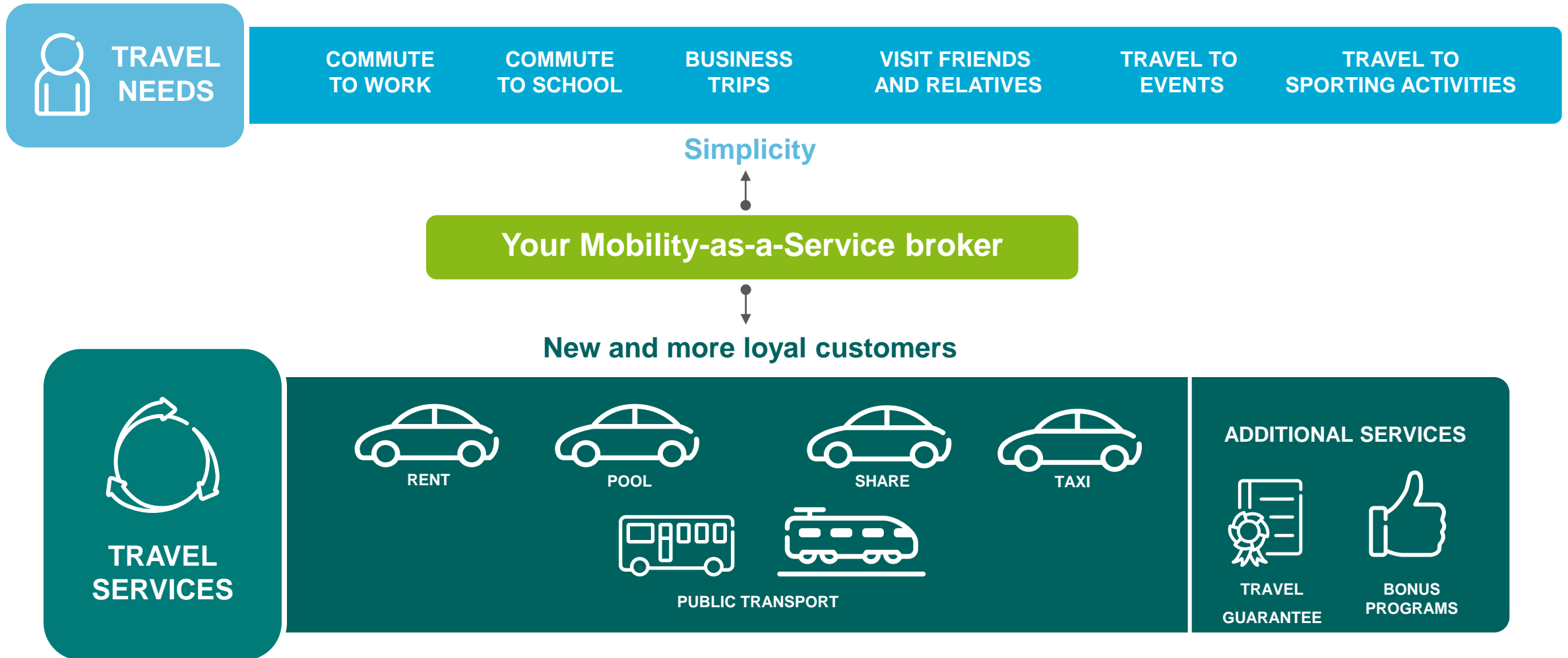
Connected Public Transport more attractive

MOBILITY AS A SERVICE

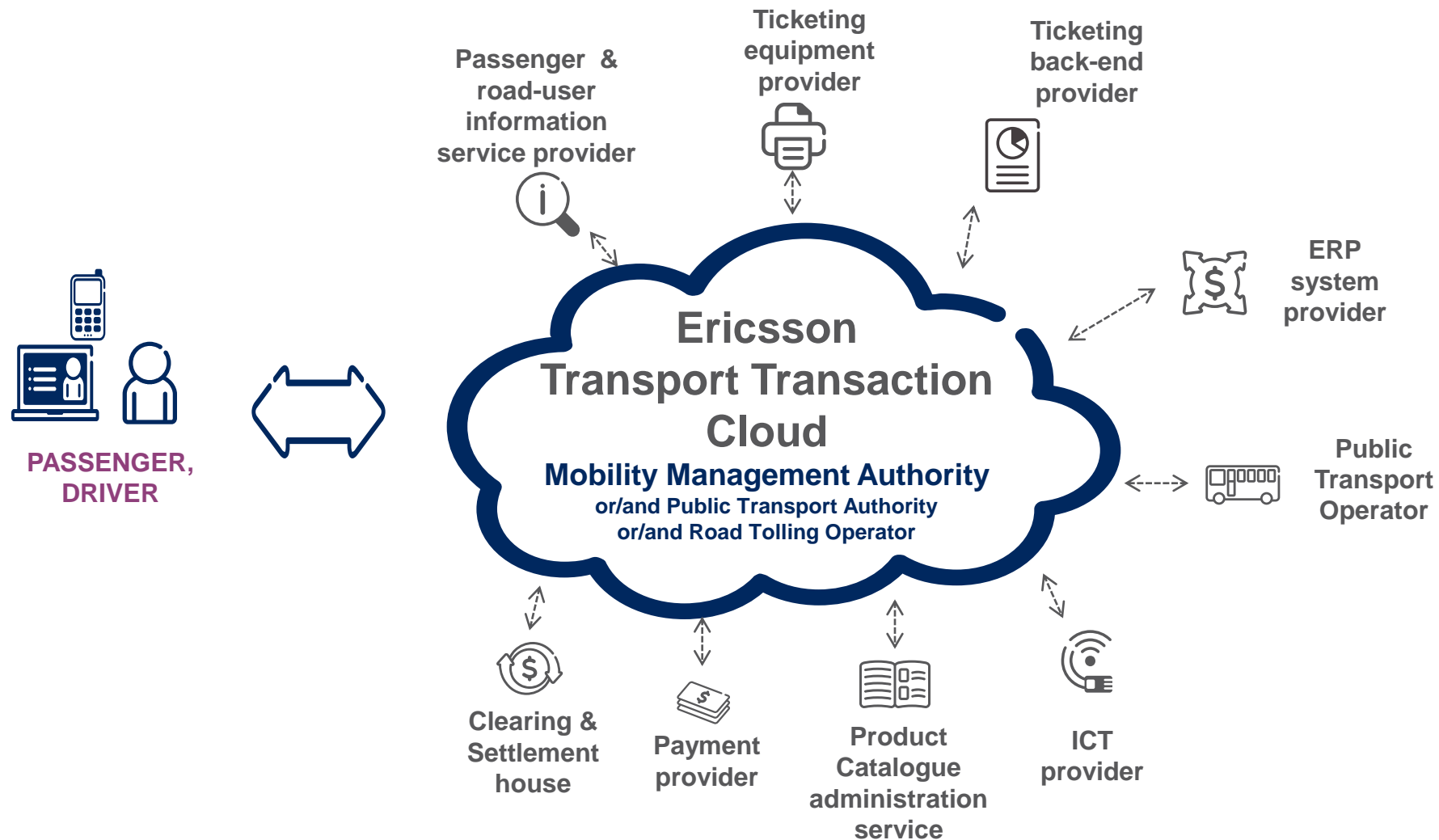
- › Will use the best transport option for their individual needs, based on:
 - Convenience
 - Time-to-destination
 - Affordability
 - Comfort
 - Sustainability
 - Ease of planning/transactions



MOBILITY-AS-A-SERVICE IS A ONE STOP SHOP FOR TRAVEL SERVICE

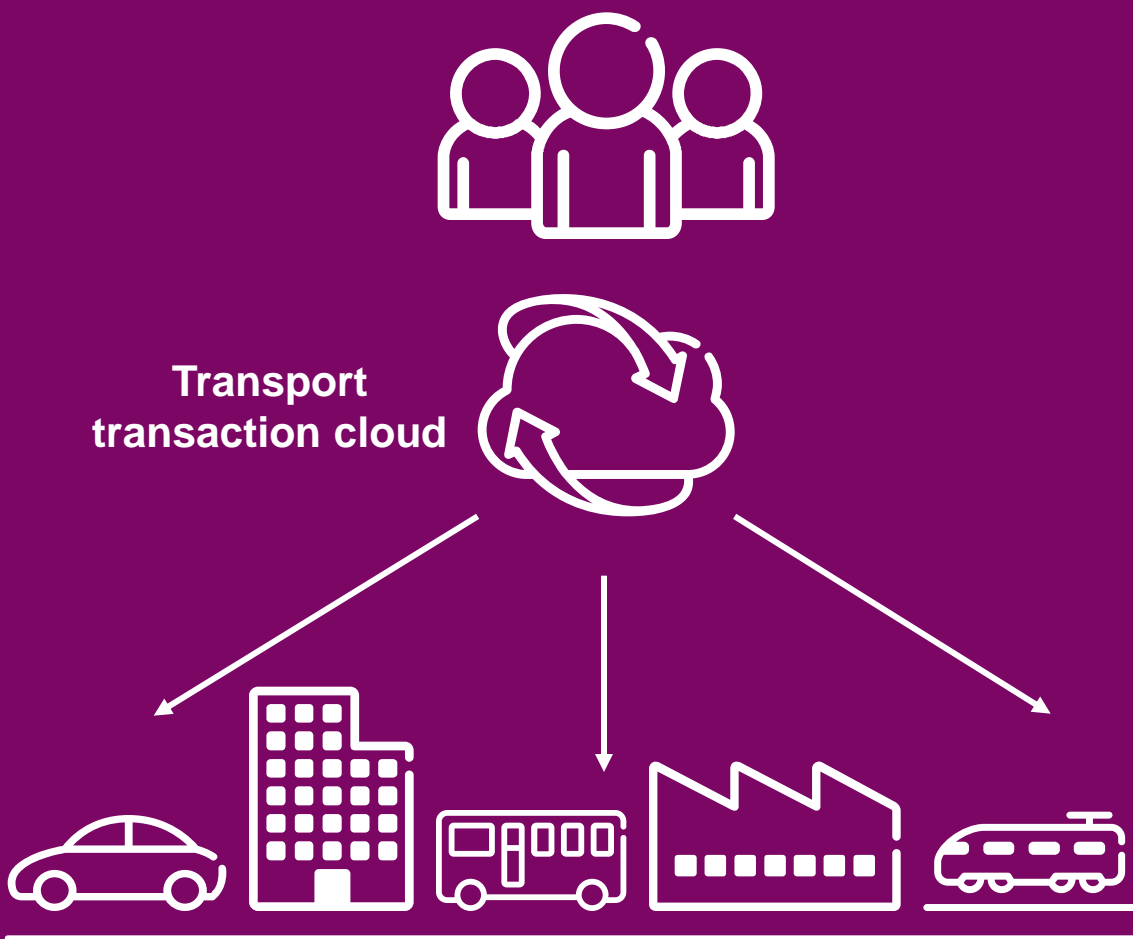


TRANSPORT TRANSACTION CLOUD



MOBILITY AS A SERVICE

CHANGES IN MOBILITY NEEDS



Supporting new business models and partnerships



One-stop-shop access to a range of travel services



Transparent monthly subscriptions



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CONNECTED ROAD SIDE INFRASTRUCTURE



Ericsson's Zero Site turns street lights into digital real estate.

Developed in collaboration with Philips, the Zero Site Smart Pole integrate energy efficient LED lighting, with a small cell solution.

CONNECTED PUBLIC TRANSPORT



- › CONNECTED PASSENGERS
- › CONNECTED STREET
- › CONNECTED VENUE

CONNECTED
BUS STOP



SHAPE THE CITIES, SHAPE THE WORLD



Connected



Cooperating



Automated





ERICSSON