Business from technology

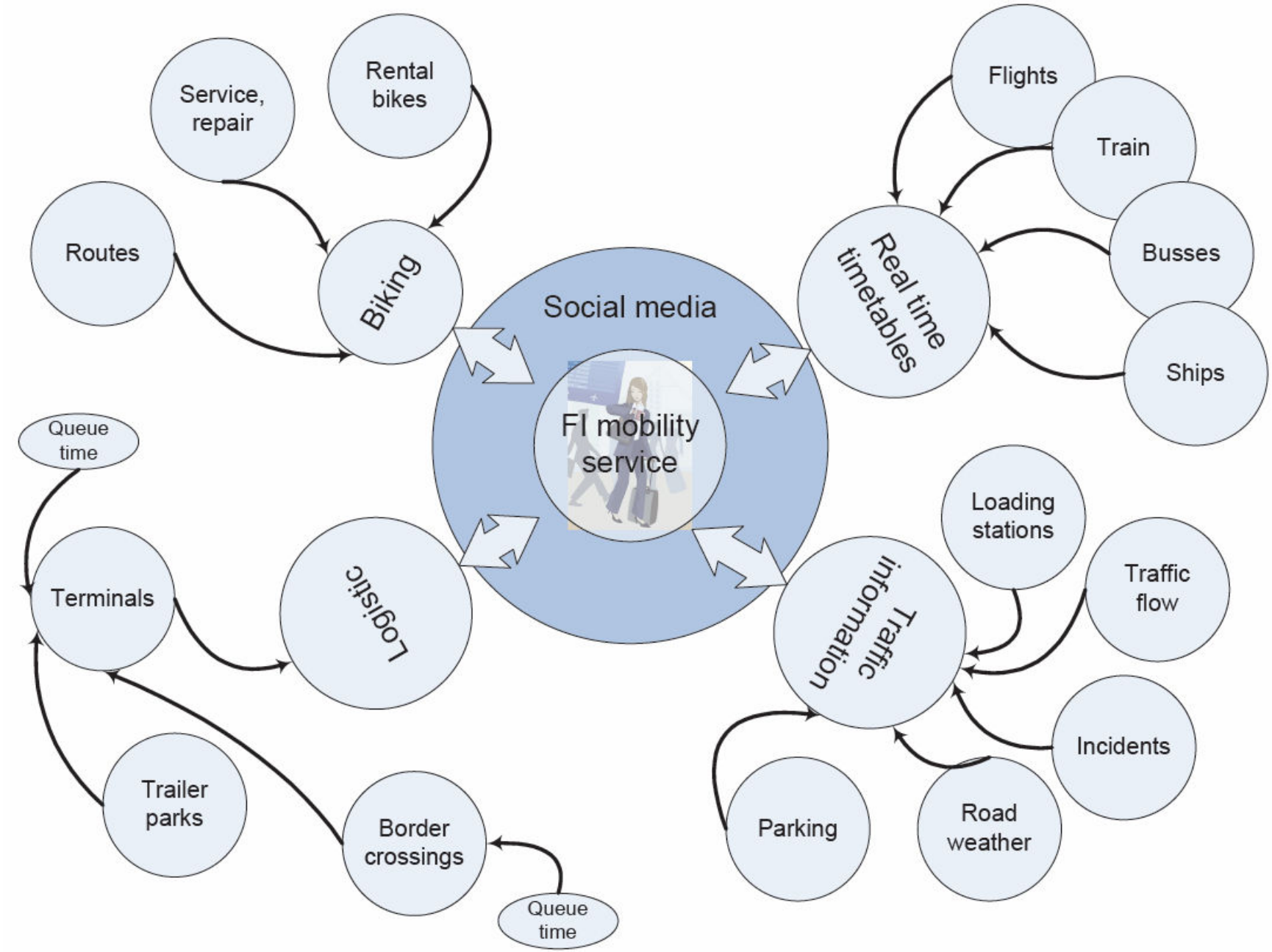
Position paper VTT Mobility

SECOND USAGE AREA WORKSHOP

Harri Koskinen, Jukka Laitinen
VTT Technical Research Centre of Finland

Scenario

- Person or asset on-the-move will have easy access to all mobility enabling significant information thus enabling personalised multimodal mobility.
- The information sources that are needed at any given time depend on context such as familiarity of environment and destination, work/free time, modality (walking, by car/bus/train/bike/plane, …).
- Information will be collected from various sources like timetables, real-time traffic information and exceptions, weather and forecast, parking guidance, car and bike pools, border control, social media, point of interests (recharging access point, service shop, restaurants, …) , etc.


Service, repair
Rental bikes
Routes
Biking
Flights
Train
Busses
Ships
Real time timetables
Social media
FI mobility service
Queue time
Terminals
Logistic
Trailer parks
Border crossings
Queue time
Loading stations
Traffic flow
Traffic information
Incidents
Parking
Road weather

Internet functionality and technologies

- The most important:
  - advanced real time processing capabilities handling huge volume of data
  - ad hoc service composition and mash-up
  - context awareness (location, means of transport, …)
  - sensor networks and crowd-sourcing
  - device interoperability

Future Internet core technology platform needs to support your and other usage area scenarios?

- sensor networks and crowd-sourcing
- ad hoc service composition and mash-up
- location information

The experimentation environment for broad large scale testing of the platform to be developed in traffic and mobility area

- **An Open Ecosystem for Personal Data and Services**: Devices and services neutrality as a common enabling infrastructure for an “Internet of mobility related Services” from an end-user perspective.

What would be needed:

- Concensus of ecosystem business model(s) and IPR principles
- Opening of public data sources as starting material for PPP service development
- Development of domain ontologies to achieve semantic interoperability between services and to enable their automatic mashupping
- Support for service provider community (general terms, payments management, service promotion,…)

VTT's potential role in the FI-PPP

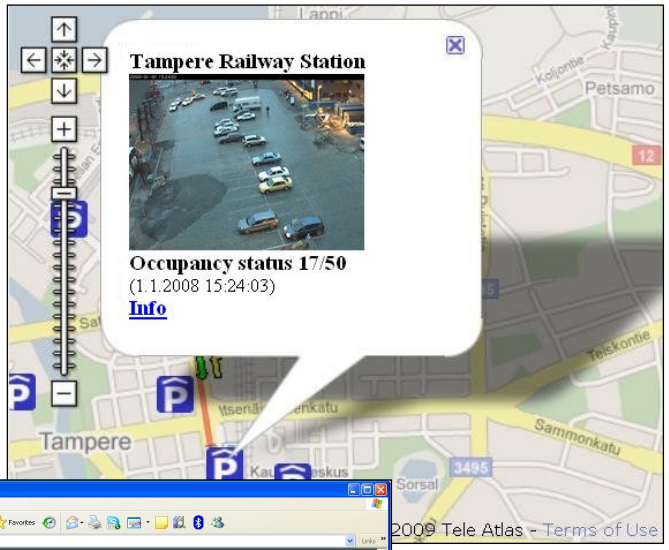
- As a research institute, VTT's role in PPP is to work in cooperation with industry, other research institutes, universities and the authorities. VTT's main tasks are research and development, and the transfer and testing of technologies.
- VTT can bring into initiative multitechnological expertise from large portfolio including user needs and requirements, test bed pilot operation, business model development – building ecosystem with different value chains, technical and user experience evaluation, impact analysis.
- Finland's National Strategy for Intelligent Transport

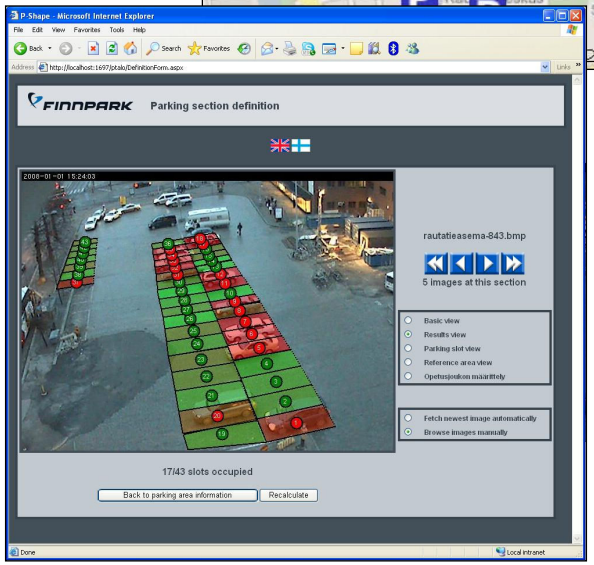
PGI – Parking Guidance and Information

- The project develops a pilot system for collection, storage, refinement and distribution of dynamic parking related information

- The pilot system integrates project partners' PGI subsystems into functional ITS system

- The PGI project strives for promoting the management of all parking related dynamic information exchange via multitude of channels





VTT creates business from technology