

InformNorden 2006

8th International Conference



IT and Communication – the perfect match

15–16 May, 2006, Stockholm, Sweden



AB
Storstockholms
Lokaltrafik

www.informnorden.org

Welcome to InformNorden Stockholm!

WHEN YOU DECIDE TO ATTEND THE 8TH INTERNATIONAL INFORMNORDEN CONFERENCE YOU HAVE MADE THE SAME CONCLUSION AS WE HAVE.

You are open to the almost endless possibilities of the use of IT to create new business opportunities. You are trying hard to find and develop solutions that are easy to use and cost-effective to integrate and maintain. You have found that the smartest way to build customer relations is on the Internet. You are convinced that the use of IT in Public Transport can contribute to the Modal Shift.

If you recognise yourself in at least one of these categories you will find that the conference in Stockholm may suit you perfect.

The Organising Committee welcome you into the powerful task force of InformNorden making IT and Communication work together in Public Transport for the Future.



Åke Lindström
AB Stockholms Lokaltrafik, Sweden

Organising Committee



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Venue, Date and Important Addresses

The InformNorden 2006 conference will take place at **Stockholm International Fairs** on **Monday 15 May and Tuesday 16 May 2006**. The Venue is situated at Älvsjö, 9 minutes with SL commuter train from Stockholm city.

For enquiries prior to and during the Conference and afterwards:

All matters regarding registration, hotel booking, social events, exhibition management and general information are managed by Congrex Sweden AB.

Congrex Sweden AB

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Visiting adress: Karlavägen 108
PO Box 5619
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Phone: +46 8 459 66 00
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General requests: informnorden2006@congrex.se
Hotel & registration:
informnorden.registration@congrex.se

For the latest information about the Conference, please visit the web site www.informnorden.org

Important Date – 3 April, 2006

- Deadline for early registration fee
- Deadline for registration cancellation
- Last date for guaranteed hotel reservation
- Deadline for hotel cancellation

Please visit the Conference's web site at:

www.informnorden.org

to register for the Conference, social programme, technical tours and for hotel reservations during the Conference.



Richard Ryan/Stockholm Visitors Board

Programme

Sessions

Sunday 14 May

19.00–21.00 **Registration & Get Together**
Sverigehuset “Sweden House”, Hamngatan 27, entrance via the shop. (SL Metro and buses; T Blue line to Kungsträdgården, buses 47 and 69 to Kungsträdgården).

Monday 15 May

08.00–08.30 **Registration & Coffee**
Exhibition Opening

08.35–09.30 **Opening Ceremony**

08.35–08.55 **Experience the Swedish Mobile Showcase**
Invited; *Ulrica Messing, Swedish Minister of Infrastructure*

08.55–09.05 **Enjoy Stockholm Transport**
Lennart Jangälv, CEO, AB Storstockholms Lokaltrafik

09.05–09.25 **What’s really an open platform?**
Stefan Fjällemark, HOGIA, the InformNorden Award 2005 Winner

09.25–09.30 **Opening remarks from the Moderator**
Francois Henrard, UITP

09.30–10.30 **Communication**

09.30–09.50 **CRM for PT**
Jonas Westerdahl, Skånetrafiken
– Boomerang, The building of a Customer Relations Management System specially designed for the demands of Public Transport

09.50–10.10 **How to develop easy to use services**
Mona Hovland Jakobsen, Telenor
– Trap doors to avoid when communicating to the information overloaded public transport customer on the run
– Ideas on how to develop easy to use-services for the extreme conditions of the public transport environment

10.10–10.20 **Discussion**

10.20–11.00 Coffee and Exhibition

11.00–12.10 **Ticketing**

11.00–11.20 **The making of smart cards to interoperate**
Joachim Bergerhoff, UITP
– Global review on the making of smart card ticketing systems being able to interoperate

11.20–11.40 **New standards for Interoperable Fare Management Systems**
Trond Foss, SINTEF
– A CEN and ISO standard for Interoperable Electronic Ticketing System Architecture

11.40–12.00 **ALLFA or Be in Be out**
Torsten Gründel, Fraunhofer Institute for Transportation and Infrastructure Systems
– The German solution on how to build a check in check out-system in a non-gated public transport environment

12.00–12.10 **Discussion**

12.10–13.20 Lunch and Exhibition

13.20–14.30 **Standardisation**

13.20–13.40 **The Daredevil Building of JustNu**
Bengt Karlstrand, AB Storstockholms Lokaltrafik
– The totally integrated Information Platform for SL
– Problems in getting several suppliers cooperate and integrate their products

13.40–14.00 **Win-Win Easy-Easy**
Christer Nordland, Skånetrafiken
– The Skånetrafiken Model for tendering IT-solutions making customers as well as suppliers happy

14.00–14.20 **The strive for open solutions**
Claudio Cassarini, Azienda Transporti Milanesi S.p.A.
– The open business platform
– Flexibility on data warehousing

14.20–17.00 **Technical Tours I & II**

I – The Stockholm Trial

You will on site get an overview of the ongoing full-scale Congestion Charging Test in and out of the central Stockholm conurbation, and see the public transport as well as the technical payment solutions

II – Kista Mobile Showcase

You will visit Kista Mobile Valley, home for researchers from leading companies from all over the world and you will experience and be able to test the latest possible mobile services

19.30–23.00 **Dinner and InformNorden IT Award Ceremony**
(Details later)





Programme (cont'd)

Tuesday 16 May

- 09.00–10.00 **Information**
- 09.00–09.20 **Customer's reaction to real-time information**
Katrin Dzekian, Transportation & Logistics Public Transport Research Group, KTH, Sweden
 – Psychological effects and possible behaviour reactions to dynamic at-stop real-time information displays
- 09.20–09.40 **The design of a "Uniform PT language"**
Lisa Warsèn, Analink and Sara Lindström, AB Storstockholms Lokaltrafik
 – A structure of messages chosen for dynamic signs and calls that customer could understand and act upon
- 09.40–10.00 **The Journey Planner's Future**
Lise Hammersdahl, Reiseplanen AS, Denmark
 – Now, when the Journey Planner is a commodity, where will we take development?
- 10.00–10.40 Coffee and Exhibition
- 10.40–11.30 **Cooperative Traffic Systems**
- 10.40–11.10 **Parking Carma**
Invited; Kris Balaji, California Dept of Transportation
 – A guided ride into the smart on-line parking solution in San Francisco Bay Area
 – A unique solution for the Modal Shift developed in cooperation between Caltrans, Berkely University and BART



The Stockholm Trial

- 11.10–11.30 **The Stockholm Trial**
Speaker to be announced, Swedish National Road Administration
 – Can Congestion Charging in Stockholm make way for better Public Transport and a Modal Shift?

- 11.30–12.40 **Mobile Services**
- 11.30–11.50 **Mobile assistant for a disabled – and any – public transport customer**
Ari Virtanen, VTT Technical Research Centre of Finland
 – Public transport navigator leads the way

- 11.50–12.10 **My Departures, Helsinki-Case**
Manu Mesimäki, Vice President, Seasam House Ltd
 – Tailored Real time timetables and PT information service for mobile phones and internet users
 – Internet browser based timetable monitors for public places

- 12.10–12.40 **Japan, the Mobile Society**
Speaker to be announced, NTTDoCoMo
 – Review of the the latest development in the building of the Mobile Society

- 12.40–12.50 **Welcome to InformNorden Oslo 2007**
Jarl Eliassen, Oslo & Akerhus Transport, Trafikanten

- 12.50–13.00 **Moderator Summary and Closing remarks**
Francois Henrard, UITP

- 13.00–14.00 Exhibition and Lunch

- 14.00–16.00 **Technical Tours I & II**

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Programme Information

Programme

Please note that the programme outlined in this announcement is preliminary and may be subject to change. The web site www.informnorden.org will be continuously updated with possible programme changes.

Language

The official language of the Conference is English. No simultaneous translation will be provided.

Disclaimer

The programme is correct at the time of the printing, however, the organisers reserve the right to alter the programme if and as is deemed necessary.

The InformNorden Conference and/or its agents have the right for any reason beyond their control to alter or to cancel, without prior notice, the congress or any of the arrangements, time tables, plans or other items relating directly or indirectly to the Conference. The InformNordenConference and/or its agents shall not be liable for any loss, damage, expenditure or inconvenience caused as a result of such alteration or cancellation.

Commercial Exhibition and Sponsorship Opportunities

More information on sponsorship and exhibition opportunities can be obtained from the conference secretariat or visit the web site www.informnorden.org.

Social Programme

Welcome Reception

The welcome cocktails will take place at the Sweden House, Hamngatan 27, 14 May 2006, 19.00. Entrance from the park Kungsträdgården.

(SL Metro and buses; T Blue line to Kungsträdgården, buses 47 and 69 to Kungsträdgården).

Congress Dinner

The congress dinner will take place at the City Hall of Stockholm 15 May 2006, 19.30. The City Hall of Stockholm is where the annual Nobel prize dinner takes place on 10 December. The building was ready 1923 and the architect was Ragnar Östberg.

Technical Tours

The Stockholm Trial

You will on site get an overview of the ongoing Congestion Charging Trial in and out of the central Stockholm conurbation. The primary objectives of the trial are to reduce congestion, increase accessibility and improve the environment. The purpose of the full-scale trial is to test whether the efficiency of the traffic system can be enhanced by congestion charges. The SL Public Transport is extended with 197 new buses and 16 new bus lines which provides an effective and fast complement for travelling at peak hours from the municipalities surrounding Stockholm into the inner city.

Kista Mobile Showcase

Kista Mobile Showcase brings together the cream of today's mobile services in Kista Science Tower and displays and demonstrates more than 50 applications of video-telephony, location based services, mobile games and traffic services. In a guided tour in the Kista Galleria indoor shopping centre you will experience the very latest in mobile services.

Each tour has a limited number of tickets and it will be possible to join both technical tours but not on the same day. The tickets will be distributed on a "first come, first served" basis.

Your register for the social programme and the technical tours on the online registration.

Registration Guidelines

Registration

Please visit the Conference's web site at: www.informnorden.org to register for the Conference, social programme, technical tours, and for hotel reservations during the Conference.

Registration Fees

The registration fee for delegates includes:

- admission to the Conference and the exhibition
- final programme
- daily tea/coffee and lunches
- technical tours
- the welcome cocktails
- the congress dinner
- SL travel card

Please follow the payment instructions on page 7 carefully.

Swedish tax legislation requires participants to pay their registration fee either *including* or *excluding* Swedish VAT. Therefore, please identify your category on page 6 and choose the appropriate alternative on the registration form.



Registration Fees (cont'd)

| Paid | before 3 April, 2006 | from 4 April, 2006 |
|--------------------------|----------------------|--------------------|
| <i>including 25% VAT</i> | | |
| Registration fee | SEK 5 625 | SEK 7 500 |
| <i>excluding VAT</i> | | |
| Registration fee | SEK 4 500 | SEK 6 000 |

Alternative 1: Including VAT

- Registration fees paid by non-taxable entities (institutions/organisations etc) and private persons within the European Union.
- All registration fees paid by participants or companies within Sweden.
- All registration fees for accompanying persons.

Alternative 2: Excluding VAT

- Registration fees paid by companies and other taxable entities (also including taxable institutions/organisations) within the European Union, except from Sweden. Please note that according to Swedish law, your company VAT No. must be stated on your registration form.

Alternative 3: Excluding VAT

- All registration fees paid from countries outside the European Union

Swedish participants must always pay the registration fee *including* VAT.

Hotels, social events and fee for accompanying persons must always be paid including VAT.

Please note that Sweden is not a member of the European Monetary Union.

If your payment is not received before 4 April, 2006 the late fee will automatically be charged.

Group Registration

You can register a group of people and get a discount on the registration fee. Send 5 participants and pay for 4. Please contact Congrex for further information.

Confirmation

In order to receive confirmation of registration on e-mail, please make sure to indicate the e-mail address on the registration form!

Confirmation will be sent upon receipt of payment. For payment details, please see page 7. Registration for events, which are included in the registration fee, must also be marked on the form, in order to obtain a ticket. Please note that registration for the various tours and events will be confirmed upon payment on a "first come, first served" basis, and numbers may be restricted.

Alterations

Alterations to your registration must be made in writing and sent to Congrex by fax, post or e-mail.

Change of Name

Should you be unable to attend, you will be given the opportunity to send a colleague in your place. An administration fee of SEK 500 will then be charged.

Hotel Reservation

The hotels are all situated in the city centre of Stockholm within walking distance from either of the two railways stations. All hotel rooms have private bath with shower or tub, telephone, television, pay-TV and breakfast facilities

Hotels

Nordic Sea Hotel 4*

Nordic Sea is a four-star modern hotel with maritime style. The hotel is located next to the central railway station and the Arlanda express. In this hotel you will also find the famous Ice-bar which is the world's first permanent ice bar.

Rica Hotel Stockholm 4*

Peace and quiet in the heart of the city at this four star hotel located near Hötorget with most things within walking distance. The hotel was built in 1982–84 and offers a high standard with a traditional, international style. Located 5 minutes walk from the central railway station.

Scandic Malmen 3–4*

Scandic Malmen offers you a family atmosphere in the heart of Södermalm. They have re-created its functionalist style, with its associated charm, down to the last detail. Located 5–10 minutes walk from the south railway station.

Columbus Hotel 3*

Columbus Hotel is a small and personal hotel situated in a building from 1780. The location is quiet and peaceful, without disturbing traffic, and with the beautiful Katarina Church as the nearest neighbour. Located 5–10 minutes walk from the south railway station.

The rates below are per room, per night, including full breakfast buffet, tax and service.

| Hotel | Single room/night | Double room/night | Deposit/room* |
|-----------------------------|-------------------|-------------------|---------------|
| <i>Nordic Sea Hotel</i> | SEK 1 990 | SEK 1 990 | SEK 1 990 |
| <i>Rica Hotel Stockholm</i> | SEK 1 565 | On Request | SEK 1 565 |
| <i>Scandic Malmen</i> | SEK 1 140 | SEK 1 240 | SEK 1 240 |
| <i>Columbus Hotell</i> | SEK 1 250 | SEK 1 550 | SEK 1 550 |

*Please note that this is only a deposit. If the actual cost is less than the requested deposit, we will only charge the actual cost.

Hotel accommodation will be reserved and confirmed **only** when Congrex has received your hotel deposit, as indicated above. The deposit will be deducted from the hotel bill when checking out of the hotel. For payment details, see page 7.

Congrex reserves the right to book another hotel if the desired accommodation should be fully booked.



To ensure that the hotel reservation will be made as required, please pay the appropriate deposit upon your reservation.

The hotel reserves the right to charge you for all nights reserved and guaranteed on the registration form, should you check out before confirmed departure date or in case of no-show.

All reservations are handled by Congrex. Possible changes of your hotel reservation as well as cancellation must be made in writing to Congrex. Please **do not contact** the hotel directly.

Youth Hostel Accommodation

If you are interested in information about youth hostel accommodation, please contact Congrex for further information.

Payment

Please indicate your name and the payment reference number **646** on all money transfers.

The Conference secretariat will not be responsible for identifying funds transferred directly into the account when the name of the participant or invoice number is not mentioned, nor will the Conference secretariat accept charges of bank fees associated with the transfer.

Payment should be made in advance by one of the following methods:

- American Express, Visa or Eurocard/Mastercard may be used for all charges. Please indicate card number and expiry date on the registration form.
- Transfer to SEB (Skandinaviska Enskilda Banken), SE-106 40 Stockholm, Sweden, BIC/SWIFT-code: ESSESESS, Account no.5267-10 216 90
IBAN: SE87 5000 0000 0526 7102 1690
in SEK to Congrex Sweden AB, Att: InformNorden
- Scandinavian residents may pay by bank or postal giro transfer. Bank giro 224-7021, or postal giro 9052-2.
- Banker's draft, which should be sent together with the registration form by ordinary mail. The Banker's draft should be purchased at your bank and made out in SEK to Congrex Sweden AB, Att: InformNorden. Please cross the draft. We are not able to accept personal cheques, company cheques or Eurocheques. Please send the banker's draft to: Congrex Sweden AB, Att: InformNorden, P.O. Box 5619, SE-114 86 Stockholm, Sweden.

As from **3 weeks before** the Conference we only accept credit card as payment.

Registrations, hotel reservations, tours and events will be confirmed when Congrex has received payment.

Admission to the Conference is granted only if Congrex has received the registration fee. Delegates, who have made late payments, should bring a proof of payment to the Conference. Failure to produce this on request gives Congrex the right to charge the amount to your credit card.

Cancellations and Refunds

Cancellation of Registration

Notification of cancellation must be made in writing and sent to Congrex. Cancellation of registration will be accepted until 3 April 2006, up to which date the total amount will be refunded less SEK 500 for administrative expenses. For cancellations made after 3 April 2006 we regret that no refunds can be made.

Cancellation of Hotel Reservation

Notification of cancellation must be made in writing and sent to Congrex. Cancellation of any hotel reservation will be accepted until 3 April, 2006 up to which date the hotel deposit will be refunded less an administration fee of SEK 500. We regret that the hotel deposit cannot be refunded after 3 April, 2006.

Cancellation of Social Events

Notification of cancellation must be made in writing and sent to Congrex. Cancellation of social events will be accepted until 3 April 2006, up to which date the total amount will be refunded. For cancellations received after 3 April 2006 and up to two days before the start of the Conference 50% of the expenses will be refunded.

General Information

Badges

Each participant will receive a name badge upon registration. For security reasons all participants are requested to wear their badge during all the Conference activities and social events. (The cost for replacing a lost badge is SEK 500.)

Banks, Credit Cards and Currency Exchange

Banks are open between 09.30/10.00 and 15.00 on weekdays. Some banks in central Stockholm are open from 09.00 to 17.00. Major credit cards are accepted in hotels, restaurants and shops. It is advisable to carry an identity card or any form of photo identification.

The official currency is Swedish Krona (SEK). USD 1 = SEK 7.70, EUR 1 = SEK 9.30 (January 2006). For money exchange, the companies "Forex" and "X-change" have offices at the airports and in the city. Opening hours and other information about exchange can be found at www.forex.se and www.x-change.se

Climate and Dress

The weather in Stockholm at this time of the year is usually mild with temperatures approximately 15–20 degrees Celsius; showers may occur. Informal dress is recommended.

General Information (cont'd)

Disclaimer/Liability

The Organising Committee and Congrex Sweden AB accept no liability for any injuries/losses incurred by participants and/or accompanying persons, nor loss of, or damage to, any luggage and/or personal belongings.

Electricity

Electrical current in Sweden is 220 V/50 Hz. Round, European-style two-pin plugs are used. Appliances designed to operate on 110/120 Volts need a voltage converter and a plug adapter.

How to get to Stockholmsmässan/Stockholm International Fairs

Stockholm International Fairs is located in Älvsjö, at Mässvägen 1. The most convenient way to get to Stockholm International Fairs, is to take the commuter train from Stockholm Central Station or Södra Station (South station) to Älvsjö station. The train ride takes 8 minutes and there are 6–8 departures per hour. All southbound trains stop at Älvsjö station.

Local Transportation

SL – your host and ticket to Stockholm

Included in your conference fee you will have a SL travel card for Saturday–Tuesday. The SL travel card is valid for free travels with the Metro, commuter trains and local trains and buses in the Greater Stockholm region, except for Airport Coaches and the Arlanda Express trains.

Arrival at Arlanda Airport

Airport coaches leave Arlanda airport (Stockholm's international airport) every 5–10 minutes for the City Terminal in central Stockholm. The bus ride takes approximately 35 minutes and costs SEK 89 (January 2006). Please visit www.flygbussarna.se for further information.

From Arlanda Airport there is a direct train connection to the Stockholm Central Station, the Arlanda Express Train. The journey takes about 20 minutes, cost SEK 190 (January 2006). The train leaves every 15 minutes from Arlanda Airport, and is specially designed with extra space for luggage. Please visit www.arlandaexpress.se for further information.

Taxis are available outside the arrival hall at Arlanda airport. Prices may vary considerably, so you are advised to ask for the price before entering the taxi. Many taxi companies offer a fixed price of SEK 445 from Arlanda airport to Stockholm city centre (SEK 475 from Stockholm city centre to Arlanda airport) and the driver is obliged to give you a printed receipt on request (January 2006).

Arrival at Bromma Airport

Airport coaches leave Bromma airport for the City Terminal in central Stockholm. The bus ride takes approximately 20 minutes and costs SEK 130 (January 2006). Please visit www.flygbussarna.se for further information.

Taxis are available outside the arrival hall at Bromma airport.

Meals

Coffee and lunch are included in the registration fee and will be served daily.

On-site Registration in Stockholm

On-site registration will start on 14 May 2006 in the Sweden House, Hamngatan 27, Stockholm at 18.00 in connection with the welcome cocktails. The registration desk and Conference secretariat will be located at Stockholm International Fairs from 15 May 08.00 and open throughout the Conference.

Official Conference Organiser



CONGREX

Congrex Sweden AB has been appointed the official conference organiser for this event. The Congrex Group works internationally with subsidiaries in the Netherlands, Great Britain, Venezuela and Sweden as well as licensed partners throughout Europe and Latin America.

Tipping

A gratuity is included in the price of hotels and taxis. It is common to leave a tip of around 10%, however. When visiting restaurants, you can show your appreciation for good service by leaving a little extra.

VAT Refund Conditions

Swedish VAT, currently between 6% and 25% may be repaid to foreign enterprises, except banks and insurance companies, or companies providing health care or education. Information about the refunding of VAT will be available from the Conference Secretariat.

Web Sites

For the latest information about the Conference, please visit www.informnorden.org. The web site is available for online registration.

The Stockholm Trial _____ www.stockholmsforsoket.se
Kista Mobile Showcase _____ www.kistamobileshowcase.se
Journey Planner _____ www.sl.se and mobil.sl.se
What's on in Stockholm _____ www.stockholmtown.com
All on the InformNorden Conference Venue _____ www.stofair.se



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