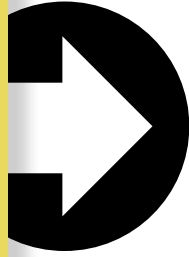




mind the **APP**

– digital solutions in public transport

InformNorden
Final Program



**Wel-
come
to
Oslo!**

InformNorden is an open community for people in the Nordic countries – Sweden, Denmark, Finland, Iceland and Norway – interested in making public transport more attractive and efficient by using information technology.

In the last few years we have seen, real-time systems, RTPI systems, mobile ticketing, travel planners evolve and develop. Operators and public transport authorities have realized how important it is to offer their customers the best of technical solutions in order to provide high-level service. Customers have high expectations and their demands to access public transport information have increased to cover all technology platforms. This year's InformNorden will focus on not being left behind or stuck in the technology gap between earlier and modern

technology. We have to focus on whether we really get a return on our investments in time, energy and money. Are we able to transform 'lessons learnt' from one project to another? How can we take advantage of similar IT-cases in different countries and cities?

The conference program has been carefully put together in order to provide participants with a good overview of the latest technology as well as a look at important and innovative on-going projects in the Nordic countries. Speakers will summarize their experiences of

various projects and products, and each speaker will lend his or her perspective on lessons learnt and how further cooperation can bring success.

InformNorden is now organizing this fourteenth conference and on behalf of the Steering Committee of InformNorden, it is my pleasure to welcome you to Oslo!

**Best regards,
Jarl Eliassen – local host**

Day: 1

Wednesday 12. Sept

- 19:00 Welcome reception at Radisson Blu Scandinavia, Holbergsgate 30 – Summit Bar 21. floor
Welcome words by the CEO of Ruter As, Bernt Reiton Jensen

Day: 2

Thursday 13. Sept

- 08:00 Registration, Radisson Blu Scandinavia, Holbergs gate 30
08:15 Opening of the exhibition
09:00 Opening of the conference by the local host and President of InformNorden Jarl Eliassen
09:15 General information from the moderator Magnus Arnström
09:30 Session one: 4 Presentations – Mobile Ticketing
- 11:05  Lunch at the restaurant, ground floor.
Coffee in the exhibition area
- 12:20 Session two: 3 Presentations – Mobility Design
- 13:35  Coffee served in the exhibition area
- 14:10 Session three: 3 Presentations – Contactless Payment
15:35 Exhibition
- 19:30  Gala Dinner at Gamle Logen
Adr: Grev Wedels plass 2,
10 min walk from Oslo Central Station

Day: 3

Friday 14. Sept

- 09:00 Session four: 4 Presentations – Working together
- 10:35  Coffee served in the exhibition area
- 11:00 Session five: 4 Presentations – Open Data and Data Usage
- 12:40 Session six: Hackatons and Travel Hack 2012 – results and winner announcement
- 13:20 IT award winners 2011 from Malmø – Presentations
- 13:40 Next years conference
- 14:00 Closing remarks by moderator Magnus Arnström
- 14:15  Lunch in the Exhibition area

session one

Mobile Ticketing

- 09:30 – 09:50 **Stephen S. Henningsen – Project Manager at Movia.**
Presentation about building a BC for Mobile Ticketing – A draught of what to look out for.
- 09:50 – 10:10 **Thang Manh Tran – Mobile e-Commerce Manager, NSB AS.**
The presentation will give insight into how the NSB app was developed, the results after it was deployed and what the future holds.
- 10:10 – 10:30 **Hörður Valsson – Manager, Business Development, Valitor.**
Presenting the NFC Pilot that includes issuing Visa payWave Contactless Cards and SIM based Mobile Payment Solution for Smartphones.
- 10:30 – 10:50 **Matthew Hudson – Head of Business Development, Customer Experience at Transport for London.**
TfL's view and vision on the Future of Fare Collection.
- 10:50 – 11:05 Panel discussion
- 11:05 – 12:20  Lunch at the restaurant, ground floor.
Coffee in the exhibition area

session two

Mobility Design

- 12:20 – 12:40 **Veronika Egger – Owner and Director of is-design GmbH – www.isdesign.at.**
Information design and the inclusive mobility experience.
- 12:40 – 13:00 **Jens Willars, Trafikinfo Udviklings Samarbejdet, DSB.**
The process and results of improving cooperation on traffic information between competitors in public transportation in Copenhagen.
- 13:00 – 13:20 **Birgitte Woolridge – Marketing Manager at Rejseplanen A/S.**
«Mobile first»! Rejseplanen will present their latest strategy and thoughts on customer's technology habits and needs.
- 13:20 – 13:35 Panel discussion
- 13:35 – 14:10  Coffee served in the exhibition area

session three

Contactless Payment

- 14:10 – 14:30 **Henrik S. Nielsen – Head of Rejsekortet at Movia.**
Presentation topic: Rollout of the Danish Travel Card – where are we now?
- 14:30 – 14:50 **Espen Håkonsen – IT Manager Ruter As.**
From FLEXUS disaster to EBIR success – How Ruter has achieved the largest base of e-ticket users in the Nordic countries with +670 000 active e-cards.
- 14:50 – 15:10 **Christian Amandus Mortensen – Senior project Manager at Movia.**
After 14 years of developing real-time information – what's next? Which challenges have we faced, and how are we going to handle them?
- 15:10 – 15:25 Panel discussion
- 15:25 – 17:00 Exhibition
- 19:30 – 01:00  **Gala Dinner at Gamle Logen.**
Adr: Grev Wedels plass 2,
10 min walk from Oslo Central Station.

session four

Working together

- 09:00 – 09:20 **John Øllegaard – Head of «Quality divisjon» at Movia.**
The Increasing use of IT-platforms in collaboration between PTA and Operators change behaviour and raise quality.
- 09:20 – 09:40 **Peter Sjødahl at Sjødahl Consulting.**
Working together with Infotainment in the so-called «Skåne model».
- 09:40 – 10:00 **Júlía Þorvaldsdóttir – Head of Passenger services at Strætó-Greater Reykjavík Transport.**
We're in it TOGETHER! Providing efficient and effective public transport relies on close cooperation between PTAs and PTOs as the customer considers both as one and the same.
- 10:00 – 10:20 **Kjell-Erik Eilertsen – NPRA/NSB AS. Norwegian State railways.**
Establishing a National Order Database:
A long-term strategy for nationwide ticketing.
- 10:20 – 10:35 Panel discussion
- 10:35 – 11:00  Coffee served in the exhibition area

session five

Open Data & Data Usage

- 11:00 – 11:20 **Elias Arnestrand – Business Developer at Samtrafiken.**
Elias will speak about the initiative Trafiklab and how open APIs can support innovation and open innovation in the industry of public transport.
- 11:20 – 11:40 **Lauri Rätty – Planner at Helsinki regional Transport, Helsinki.**
Information tools for traffic planning and flexible use of existing data Warehouses and interfaces.
- 11:40 – 12:00 **Arne Fredheim, CEO Hedmark Trafikk FKF, Hamar Norway.**
Integrating ticketing and real-time information. How Hedmark Trafikk upgraded its ticket system to become an RTPI solution.
- 12:00 – 12:20 **Juha Järvi.**
Reachability as a motivation to use public transportation and the reachability tool & journey planner.
- 12:20 – 12:40 Panel discussion

session six

Travel Hack – Closing of Conference

12:40 – 13:20

Bent Flyen – Norwegian State Railways and Anders Hjalmarsson – Viktoria Institute.

How development of services based on open data is catalyzed through digital innovation contests. Experiences from WestCoast TravelHack 2011 in Sweden and TravelHack 2012 in Norway. The InformNorden TravelHack Award 2012 concludes the presentation.

13:20 – 13:40



IT-award winners from InformNorden 2011.

Mika Vuorio.

The father and long-term developer of the Finish journey planner.

Niels Mortensen – CEO Rejseplanen A/S.

Niels is one of the founding fathers of the Danish travel planner Rejseplanen.dk.

13:40 – 14:00

Welcome to next year's conference in Helsinki, Finland. Kerkko Vanhanen, Helsinki Region Transport (HSL).

14:00 – 14:15

Closing remarks from moderator Magnus Arnström.

14:15



Lunch in the exhibition area

Practical info

Venue

Radisson Blu Scandinavia Hotels conference facilities is anchored at Holbergs gate 30 in the heart of Oslo city, this prime location places guests within walking distance of tourist attractions, such as the Royal Palace, Akershus Fortress and Aker Brygge.

The Inform Norden venue will have **free internet access** to all delegates and staff from the InformNorden conference will be on duty during the whole conference to assist if needed.

Registration

Please use the online registration form at www.informnorden.org

Breaks

During breaks there will be served refreshments in the exhibition area.

Conference secretariat

For general questions about the conference please send us an e-mail: chwa@trafikanten.no

Conference badges

Conference badges will be handed out during registration at the entrance of the venue. Delegates are encouraged to wear their name badge during the whole conference



Getting there/transportation to the venue

Oslo Gardermoen Airport is located 47 kilometers from the hotel.



The travel time from the airport is approximately 55 minutes by the SAS Airport Express coach (SAS Flybussen). The SAS Airport Express coach connects the hotel Radisson Blu Scandinavia directly with Oslo Gardermoen Airport. It departs every 20 minutes throughout the day to and from the main entrance of the hotel.



The Airport Express Train departs every 10 minutes and takes 28 minutes to reach the National Theatre station, located within a five-minute walk from the hotel. This station also serves both local and regional destinations.



The travel time from the airport is approximately 35 minutes by taxi. But is very expensive.

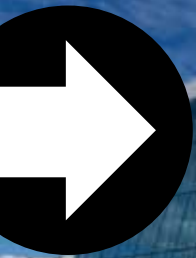


Car parking is available in the hotel garage for an extra charge.

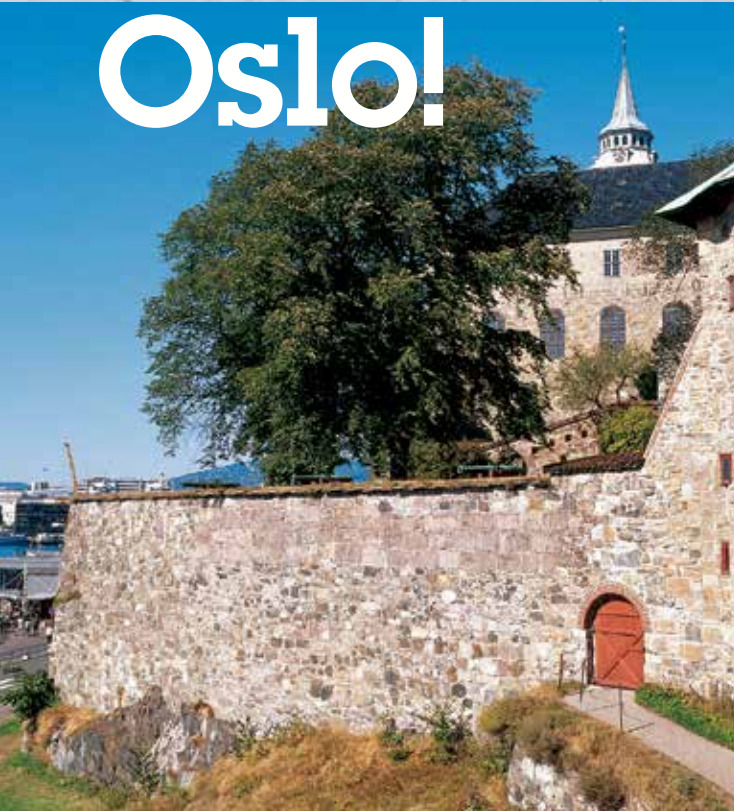
Cancellation

Notice of cancellation of registration must be received in writing before 20.08.12. An administration charge of 500 NOK (EUR 95) will be payable. All refunds will be processed after the conference. Registration can be made up to 10th of september.

For more information about the cancellations of accommodations please see your hotels booking website.



**This is
Oslo!**



Oslo is the capitol of Norway with its 550 000+ inhabitants. It is located in the south of Norways long stretched country and sits ideally between the fjords and the mountains.

This ideal location makes it a very desirable place to live and has lots to offer for everyone. This year's InformNorden venue is located in Oslo city centre with only a short walk from the waterfront area of Aker Brygge, where guests can shop at various stores and boutiques or enjoy a drink and a meal by the fjord at one of the waterfront's many restaurants, bars and cafés. Several ferry companies connect Oslo with Copenhagen and Fredrikshavn in Denmark and Kiel in Germany.



By walking or using the public transportation lines from the venue you can easily visit some of the attractions listed below:

Royal Palace (200 m)

National Gallery (500 m)

Karl Johans Gate (Main Street of Oslo) (500 m)

Aker Brygge/Oslo Fjord (1 km)

Akershus Fortress (1 km)

Norwegian Opera and Ballet (1 km)

Munch Museum (1.6 km)

Norwegian Folk Museum (5.6 km)

Vigeland Park (5.6 km)

Kon-Tiki Museum (7 km)

Holmenkollen Ski Museum (8 km)

For more information about these attractions and sights, please visit:
www.visitoslo.com

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