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DATE:

Wednesday the 27th of April 2011

TIME:

15:15 - 16:15

LOCATION:

Heriot-Watt University, Earl Mountbatten Building; room 3.02

TITLE:

Intelligent Transport and Social Inclusion: The Business Perspectives

ABSTRACT:

Intelligent Transport Systems (ITS) are used for improved traffic safety and more efficient traffic management, such as accident avoidance and response, traffic data collection and transmission, reduction of driving workload, congestion avoidance and reduced CO2 emissions.

Apart from the traditional purposes they serve, ITS open up opportunities for new digital services to users on the move and for new ways of managing transportation infrastructure and services. For example, ITS applications could be assistive technology for the elderly and disabled.

Despite the potential benefits identified by previous research, there is a remarkable lack of robust business case for ITS. This is important because the potential benefits can only be realised if the technologies and services are affordable and sustainable.

This piece of research is trying to map the ITS industry, identify the key stakeholders, their vested interests and potential conflicts and make propositions for sustainable ITS business cases.

Our research is considering various scenarios of developing ITS for assisted living, ITS as platform for added services, costs and benefits involved and simulations of business models, which will enable us to obtain a view of the interactions among the several stakeholders.

More information about the SiDE project can be found at <http://www.side.ac.uk/index.html>