Amsterdam, 14 March 2024

Intertraffic Amsterdam to present its largest edition ever - Smart, safe, and sustainable mobility for all

Intertraffic Amsterdam is firmly rooted as the leading global business and government gathering on smart mobility, infrastructure, traffic management, road safety and parking. Since its inception in 1972 Intertraffic is known for identifying trends, launching new solutions, giving the world its first view of ground-breaking technological innovations as well as announcing a plethora of initiatives and best practices, new players, major collaborations and joint ventures. The 2024 edition is set to be the biggest edition to date and features well over 900 exhibiting public and private organisations spread over 13 halls, covering a sheer total area comparable to 12 football pitches. On the agenda are over 125 knowledge sessions in the Intertraffic Summit & Demonstration Programme, running in four large theatres on the event floor. 35,000 industry professionals and representatives from cities and regions from around 140 countries are expected to attend for unparalleled learning and networking opportunities. Intertraffic Amsterdam will run from 16 to 19 of April 2024 in RAI Amsterdam, The Netherlands.

Strong focus on Climate-resilience, AI, IoT and interoperable solutions
The Intertraffic Summit & Demonstration Programme for 2024 features the latest roadside equipment, mobility, communication and data technologies, to enhance traffic flow, road safety, sustainability and liveability in and around cities and to create seamless mobility services for travellers. The programme offers pitches, demonstrations, interactive presentations, panel discussions andworkshops on solutions for the ever-growing accessibility, road safety and climate problems. Hall 7 houses four grand Summit theatres, a large networking area to meet up with speakers and an indoor demonstration area. Renowned companies, cities and stakeholder organizations such as PTV, Swarco, Yunex Traffic, EasyPark, Skidata, Flowbird, Be-Mobile, Nissan, Mercedes-Benz, Uber, Vitronic, TNO, Capgemini, MOVYON, Rijkswaterstaat, Cities of Amsterdam, Brussels, Hamburg, Istanbul and Mexico, European Parking Association, Polis, MaaS Alliance, International Road Federation, IRF Global, European Cyclists' Federation, Dutch Cycling Embassy, and National ITS organisations are part of the programme. *The full programme can be found here:* www.intertraffic.com/amsterdam/programme

The presented and showcased mobility solutions, urban mobility visions and policy and enforcement guidelines address sector challenges including urgent climate issues, construction, renovation and road maintenance challenges and the rising number of road fatalities. They also cater for the ongoing digitalization, automation, electrification, the demand for real-time traffic and travel information and the need for more interoperable mobility solutions to provide travellers with seamless travel experiences. Specifically emphasized in the programme are sessions tailored to policy makers from cities, road operators or technology vendors.

Traffic management shifting to digitalisation
As digitalization continues to advance, roadside equipment being connected to road users, sustainability measures on the rise, and an increasing need for tailored route guidance, the responsibilities of road operators are evolving. As a consequence, traffic management is undergoing a shift towards digitalization as well. Technologies to improve traffic flow, smart, safe, and sustainable ways to guide traffic, in-car real-time traffic information services, (pollution-sensitive) sustainable traffic management, smart traffic monitoring and toll collection systems, new enforcement and camera detection systems, AI sensoring for intersections, contraflow management solutions and environmental zones are at the core of the programme. Attendees can participate in sessions from Yunex, PTV, T-Systems, Vitronic, Edeva, Royal HaskoningDHV, Eyyes, Hayden AI and SICK presenting their environmentally oriented traffic management, adaptive signal control and next-gen camera detection systems. Technologies that will certainly help road operators and policy makers of cities in their daily working processes to keep traffic flowing, cities accessible, and roads safe for all road users. On

April 17th and 18th, the programme will conclude with two interesting panels on digital solutions for future-proof traffic management and development on floating car data and probe vehicle data.

Stimulating active travel and working towards climate-resilient roads
Sustainable urban mobility solutions and seamless mobility services are covered as well. There is particular emphasis on cooperating in an ecosystem, successful MaaS applications and integrated services, software interoperability, data-driven platforms and creating digital infrastructures for MaaS, parking in MaaS offerings and parking & charging from companies and associations like Uber, Vianova, Flowbird, Google Maps, ITO World and Mobility Data etc. But also, on sustainable and inclusive mobility, creating public-private frameworks to achieve sustainability goals, Digital twins to tackle societal problems, and lessons learned from micromobility pilots and mobility hubs. Visitors can attend workshops and panel discussions on cycling and transit solutions and bicycle-oriented infrastructure and on stimulating active travel and micromobility challenges from the European Cyclists' Federation, Polis, and the Dutch Cycling Embassy and MaaS Alliance. They share various trends and developments to speed up the sustainable mobility transition and have gathered excellent examples on sustainable urban mobility development for policy makers around the world. The Summit Programme showcases various examples of seamless mobility services focusing on interoperability and user-friendliness too. The Smart, Safe and Sustainable block on April 17th will wrap up with an intriguing session on digital, data-driven solutions to manage the use of public space more effectively. There is a dedicated MaaS providers pavilion in hall 3.

Need for seamless parking experiences
Parking technology is well represented in the Summit Programme with trends and challenges workshops from the European Parking Association and presentations from major players such as EasyPark, Flowbird, Skidata, IEM, Smart City System and Riverty. The presentations mainly focus on convenience for the traveller, free-flow parking, parking data collection, parking in MaaS offerings, on-street parking going digital, innovative payment systems for parking, and how to create smart parking solutions and smart kerbside management. In their presentations parking exhibitors and parking stakeholder organizations underline the need for seamless parking experiences, optimizing the customer journey and highlight the new emerging technologies to gather data and create interoperable customized parking services. Parking Network also has an interesting parking programme in store for the Intertraffic visitors, packed with parking trends and developments.

Improving safety with AI
Attendees can also learn about new technologies to improve road safety such as improving safety with AI, smart enforcement and detection solutions, improving intersection safety and creating safer work zone areas, smart mobility applications to warn road users, mobility data for safer cities, smart asset management, smart sensor technology and smart ways to clear road debris from Yunex, Valerann, Acusensus, Rijkswaterstaat, PTV, Vitronic, Ramudden, Parifex and J-tech. IRF Global and the International Road Federation are also part of the programme with workshops and special sessions on Smart ways to reduce accidents and congestions and Smart Asset Management. In the summit programme, they share ideas and best practices to improve road safety and achieve vision zero for policy makers around the world.

Best practices from C-ITS and CCAD projects across Europe
The summit sessions also touch on lessons learned from C-ITS and automated driving, digital infrastructure for connected drivers, data-driven solutions for connected and automated driving, new Vehicle-to-Infrastructure technologies, best practices from ITS projects and mobility data platforms across Europe from ITS Nationals and NAPCORE, in-car traffic management using C-ITS, smart data services for road users from Be-Mobile, TomTom, Mercede—Benz, Nissan, VanJeeand connected mobility and digital infrastructure: services, standards and interoperability from Monotch. To prepare physical and digital infrastructure for CCAM, CROW and Royal HaskoningDHV will give numerous guidelines. Various interesting speakers from Europe, the US and Asia shed light on where we stand in terms of automated driving and connected services for road users. They also share their lessons learned on driverless cars from Cruise and Waymo and connected services and show attendees that that is not something of the future, but projects already implemented.

Embedding EV Charging in Public and Semi-Public Areas
A recent addition to the Summit Programme is electric vehicles & charging, concentrating on the integration of EV charging and parking, EV parking services, EV charging regulations and fast charging stations with presentations from EasyPark Group, Royal Haskoning DHV and VEGA Chargers. Additionally, a panel discussion on "Challenges and Prospects of Embedding EV Charging in Public and Semi-Public Areas" is organized. Moreover, Electric Vehicles & Charging will have a designated pavilion on the exhibition floor in

hall 3. The summit programme aims to equip policymakers and parking operators with tools and practical examples to effectively address the growth of electric vehicles and corresponding services needed for charging.

Smart road infrastructure and utilization of AI for smart asset management
The same principles apply to smart and sustainable infrastructure, along with practical applications for smart road infrastructure and the utilization of AI for smart asset management. Consider software interoperability, ensuring that cities and towns have choices in digital infrastructure provided by Miovision. Digital infrastructure for future-proof mobility is explored with TNO and a workshop from the IRF Global and its partners looks at constructing safe and climate-resilient roads. Other topics are smart cycling infrastructures, smart road marking from Geveko, and digitalization for improved asset management. The numerous innovations and learning experiences presented during Intertraffic empower road operators to proactively address the construction of secure, future-proof roads and navigate the sustainable and digital transition they are undergoing.

Joint public-private presentation of Dutch innovation
A Dutch collective of public and private parties will showcase what makes the Netherlands one of the European frontrunners when it comes to public-private collaboration, (real-time) traffic management, and modal split. Over and above their presence in hall 2 and their contribution to the summit sessions, a dedicated knowledge programme (Dutch language) aimed at Dutch road authorities and policy makers from cities and regions is staged on Friday 19th April themed "Working Towards Future-Proof Mobility in the Netherlands" (Werken aan toekomstbestendige mobiliteit in Nederland) with themes like the sustainability of our current mobility system, the challenge of digitalization, the importance of real-time and tailored travel advice, data-driven asset management, putting a stop to the increase of traffic fatalities, aligning the physical and digital infrastructure and how to realise sustainable urban mobility.

ITSUP – integrated startup event
Up-and-coming businesses are the future of the industry. Intertraffic offers startups their own exposure platform ITSUP. ITSUP is an integrated event at Intertraffic Amsterdam, facilitating the perfect opportunity to pitch innovative solutions to traffic technology professionals. The Intertraffic brand, with its global event portfolio, provides the ideal setting for startups to present their solutions and connect with potential investors and partners. ITSUP will be staged in a dedicated area and will have an open stage available for presentations as well as a networking corner facilitating matchmaking. ITSUP is once again powered by Swarco AG. This year's ITSUP Challenge will be all about encouraging collaboration among different start-ups and bringing cities directly into the equation. The two key topics—sustainability and road safety—are the focus of this year's ITSUP challenge. Under either or both of the two topics, ITSUP participants are invited to find the right partner and develop a PoC during Intertraffic Amsterdam. They will be assisted by experts from the industry, guiding them through the matchmaking and development phases. Every startup will have the opportunity to pitch and hear the needs and challenges of the cities that act as launching customers. The winning idea will come to life on the streets and will have SWARCO's support for future developments. The main challenge for the participating startups? Match the right puzzle pieces and unlock the value of collaboration to make ITS benefit us all. The participation criteria and registration form can be found on the Intertraffic website.

Intertraffic Award
The Intertraffic Awards are presented during the opening ceremony of Intertraffic Amsterdam 2024. Entries compete in the following categories:
- Intertraffic Green Globe Award - This award recognises solutions, products and working practices that are helping to create a sustainable transport system for the future.
- Intertraffic User Experience Award - This award will showcase the transport systems that break new ground in the way they seamlessly interface with their human operators.
- Intertraffic Inspiration Award - This award recognises companies who have developed essential solutions while pushing innovation to the next level.

An international jury of industry specialists selected a shortlist of nominees:
www.intertraffic.com/amsterdam/innovations/nominees

Co-located event – Amsterdam Drone Week (ADW)
There's a bonus opportunity to get up to speed on urban air mobility while visiting Intertraffic! ADW is the premier gathering of the Urban Air Mobility (UAM) community and comprises a high-level conference and a

"Future of Urban Mobility" stage and showcase area. Attendees of Intertraffic have complimentary access to this "Future of Urban Air Mobility" stage and showcase area in hall 11. Embracing UAM in urban mobility is pivotal for numerous reasons, with sustainability at the forefront. On the Air Mobility Stage a spectrum of topics are covered related to urban planning and traffic management, including the future of electric Vertical Take-Off and Landing (eVTOL) aircraft, insights from regional and city experiences with UAM, strategic considerations for deploying UAM infrastructure like vertiports, optimizing last-mile logistics, and the integration of drone delivery services. Attendees can witness the latest unmanned aerial vehicles up close, engage with exhibitors, and learn all about the UAM developments. This is an unparalleled opportunity for urban planners and traffic professionals to stay ahead in their fields, foster collaboration, and contribute to the sustainable and innovative future of urban mobility.

Intertraffic app
Quality networking is a big part of an event experience. The Intertraffic app unlocks the full potential for attending professionals looking for meaningful business interactions at Intertraffic Amsterdam. The app will facilitate matchmaking, pre-planning of meetings based on interests and various types of interaction amongst exhibitors and visitors. All registered visitors, exhibiting organisations and press have access to this interactive online platform to effectively prepare and get the most out of Intertraffic, mark favourite summit sessions, connect with world-class speakers and network with 35,000 mobility professionals.

Visitor registration open!
Professionals are invited to join and get up to speed on the key global mobility developments and find the necessary tools to facilitate the mobility transition. Visitors can claim their free entrance badge online up to and including 15th March via www.intertraffic.com. From the 16th of March a registration fee may apply (see conditions online). A visitor pass gives access to the entire event including the summit programme.

More information is available on www.intertraffic.com

For more information (not for publication):
Carola Jansen-Young – Senior Brand Marketing Manager
Intertraffic Worldwide Events
RAI Amsterdam
c.jansen@rai.nl
Tel. +31 6 22 70 08 67