

From: ITS Lyon [its@hgluk.com]
Sent: 01 June 2011 11:53
Subject: ITS Lyon opens next week!



What's on at ITS Lyon next week...

Dear Julie,

The 8th ITS European Congress and Exhibition takes place in Lyon, France in just under a week's time!

Over 1,500 professionals involved in developing and deploying Intelligent Transport Systems and Services have already registered for ITS Lyon, and will descend on the Cité Internationale Convention Centre from **6-9 June**. This is your only chance within Europe in 2011 to meet with them all in one place!

****Online registration closes at 5pm today!****

[Register free now](#) for the exhibition or [book your delegate place](#) for the congress at www.itsineurope.com. All registrations after this date can be made when you arrive at the show.

Live Demonstrations...



Join us during the congress hours on Parvis Terraux, Cité Internationale, to experiment with the latest ITS technologies! This includes (images left-right) **Cybercars** which are fully automated and do not need a driver, **Renault Trucks** which integrate alternative drivelines and ITS features, **FREILOT truck driving simulator** on the ERTICO stand D90, **LaRA C3 Cooperative ITS cars** and the **LaRA L3D3 Advanced mobile mapping system**. Demonstrations are free to attend for all visitors.

Latest News...

The eco-Drive-In - Green Driving Debate “**So you think you can eco-Drive?**” will feature a panel of experts debating this hot topic - accompanied by refreshments and snacks, in the true green spirit! Join the experts at **17.45 on 8 June** in the exhibition area, catering forum 2, and make your voice heard! [Find out more...](#)



Vaisala are launching their **Guardian Road Weather Information System (RWIS)**, a complete weather station that integrates non-intrusive temperature and condition sensors with a traffic camera, a data management system and a display. The result delivers a substantial improvement in the level of weather information for all kinds of road agencies from the city and county level to national highway networks and enables you to remotely monitor road surface conditions in real-time, with precision.



On stand A50, TSS-Transport Simulation Systems will be showcasing the latest version of their **Aimsun transport modelling software**. The key new software feature of Aimsun 7 is the hybrid simulator, which allows users to take a simultaneous micro and meso approach and combines the benefits of both at minimal performance cost. TSS will also be promoting Aimsun Online, their real-time traffic forecasting solution.



SMART is a Support Action co-funded by the FP7 of the European Commission. The project aims to connect Regional Clusters Stakeholders and Small and Medium Enterprises (SMEs) in the supply chain of Large Enterprises, in order to improve the participation of European SMEs in RTD research projects linked to surface transport area. Meet the team and find out more on stand E120.



[Click here for your free exhibition ticket](#)

Congress highlights...

Over 500 industry figureheads will speak on a variety of topics, including co-modal urban transport management, electro-mobility, cooperative systems governance and business issues and ITS for adaptive and resilient cities.

- Plenary Session: "Strategies for successful implementation of ITS in cities and urban regions", on Tuesday 7 June 2011, 09.00-10.45, including:

Mr. Zoran Stančič, Deputy Director-General, European Commission, DG INFSO
Mr. Mikael Bäckström, Vice-President, Region Mediterranean, Ericsson, Sweden
Mr. Tobyn Hughes, Strategy Director, Nexus, United Kingdom
Mr. Christian Rousseau, Transport Policy Director, Renault, France

- Also, don't miss the Opening Ceremony from 17.30-19.00 on Monday 6 June, invited speakers include:

Mr. Siim Kallas, Vice-President and Commissioner for Transport, European Commission
Ms. Nathalie Kosciusko-Morizet, Minister of Ecology, Sustainable Development, Transports and Housing, Ministry of Ecology, Sustainable Development, Transports and Housing, France
Mr. Jean-Jack Queyranne, President, Rhône-Alpes Region, France
Mr. Gérard Collomb, Mayor, City of Lyon, France
Mr. Gunter Zimmermeyer, Chairman Supervisory Board, ERTICO - ITS Europe

[Download the full Preliminary Programme Now](#)

Opening Times:

Monday 6 June 17.30 - 19.00 (Opening Ceremony)
Tuesday 7 June 09.00 - 17.30 (Exhibition open from 09.30 - 17.30)
Wednesday 8 June 09.00 - 17.30 (Exhibition open from 09.00 - 17.30)
Thursday 9 June 09.00 - 14.00 (Exhibition open from 09.00 - 14.00)

For [hotels](#) and [travel](#) information visit www.itsineurope.com

We look forward to seeing you next week!

Hermann Meyer
CEO
ERTICO - ITS Europe

Didier Gorteman
CFO & Director Congresses
ERTICO - ITS Europe

Vincent Blervaque
Director of Development and Deployment
Chair EPC Lyon 2011, ERTICO - ITS Europe

For more information and to register visit www.itsineurope.com
See you next week at the Cité Internationale Convention Centre in Lyon from 6-9 June

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Show starts in
5 days

ECO-DRIVE-IN GREEN DRIVING DEBATE

Is green driving a technology issue or a matter of behaviour and control measures? What are the main driving forces for eco-driving and how to manage them? Can green driving serve different interests and yet serve the purpose of reducing CO2 emissions? What is the role of Member States? What are the differences to be considered between private car drivers and commercial road transport actors; between internal combustion engine, hybrid and electric vehicles? How to present green driving advice; how to avoid information overload and how to ensure compliance?

These, amongst others, are questions our panel of experts will reflect on. The experts are from various backgrounds and represent the different interests at stake in this field.

Come and share your views on the various aspects of this hot topic; and join us for refreshments served during the event.

Following one of the concluding Special Sessions of the day on eco-driving (SS 55, 16.00 - 17.30, Pasteur Lounge), the debate will take place on **Wednesday 8 June** in the Exhibition area from **17.45-18.45**, Catering Forum 2, by the ERTICO - ITS Europe and European Commission stands.

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[eSafety Observers meet in Brussels to discuss eSafety deployment across Europe](#)
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