

The Informed Traveller



Location and Timing KTN / Mobile Data Association

9 July 2009

**National Physical Laboratory,
Teddington, UK**



The Informed Traveller

This free one day seminar will look at the new and emerging location based technologies and applications that will change the way people and professionals plan their journeys and travel.

The workshop will also look at how these individual components can be combined into larger integrated systems that can impact the traveller or planner and give an insight into what we can look forward to by 2012.

The day will be split into three major sections looking at:

- Transport and Travel – how new systems will impact road planning and traffic flow management
- Information for the individual whether travelling by car, on foot or by other means
- Information on weather and pollution and how this can impact various forms of travel.

There will be insights from Microsoft, Google, Samsung and The Met Office running alongside presentations from analysts, users, developers and planners. The day will provide a fascinating preview of how location based technologies will enable new products and services to planners and consumers alike.

You will have the opportunity to join in and put your questions to the experts during the panel sessions. There is also plenty of time to meet and network with the speakers and other delegates during the lunch and refreshment breaks.



Attending the seminar

This seminar will take place on Thursday 9 July 2009 at the National Physical Laboratory, Teddington, with coffee served from 0930. Anticipated finishing time 1700 hrs.

This seminar is free to Location and Timing KTN and MDA members but you must complete and return a registration form by Thursday 2 July 2009.

To register please complete the online registration form at: **www.locationktn.com** or contact **karen.barlow@npl.co.uk**
Telephone **020 8943 8711**

You will receive confirmation of your booking by e-mail.

Please note that the Location & Timing KTN is free to join. The benefits of membership and the instructions on how to join are given at **www.locationktn.com**

Exhibition:

It will be possible to exhibit at the event with a small stand, pop-up display, or table top display. Please contact **karen.barlow@npl.co.uk** for further information.

Exhibit space is **£150** for MDA and KTN members

Please note that refunds can only be given if there is 2 weeks notice of cancellation.



Preliminary Agenda Highlights

Analysts Overview	
Quocirca	The informed traveller today and in the future – an overview of technologies that will influence the way we travel
Transport and Travel	
Microsoft	The use of mobile phones to predict traffic flow and avoid congestion in New York
WiFore Consultancy	Insight into the barriers and opportunities of ITS
MIRA	The ADVANCE project
Panel Session	Traffic Management by 2012
The Traveller	
Google	Informed Traveller- A Google Perspective
MXData	The Practical Application of Travel Information
Samsung	Informed Traveller – ‘A Samsung Mobile Perspective’
Weather and Pollution	
Met Office	Delivery of weather information to the informed traveller
Croydon Council	Pollution warning system ‘Airtext’
Panel Session	Information for the informed traveller on handheld devices

The L&T KTN reserve the right to modify the agenda and timings.