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ENABLING DIGITAL GROWTH

Home in time, thanks to smart traffic

Flexible pick up/ drop off points

Avoid rush hours

Ideal traffic light timing

Best possible driving conditions

Off-peak driving

Smart Traffic
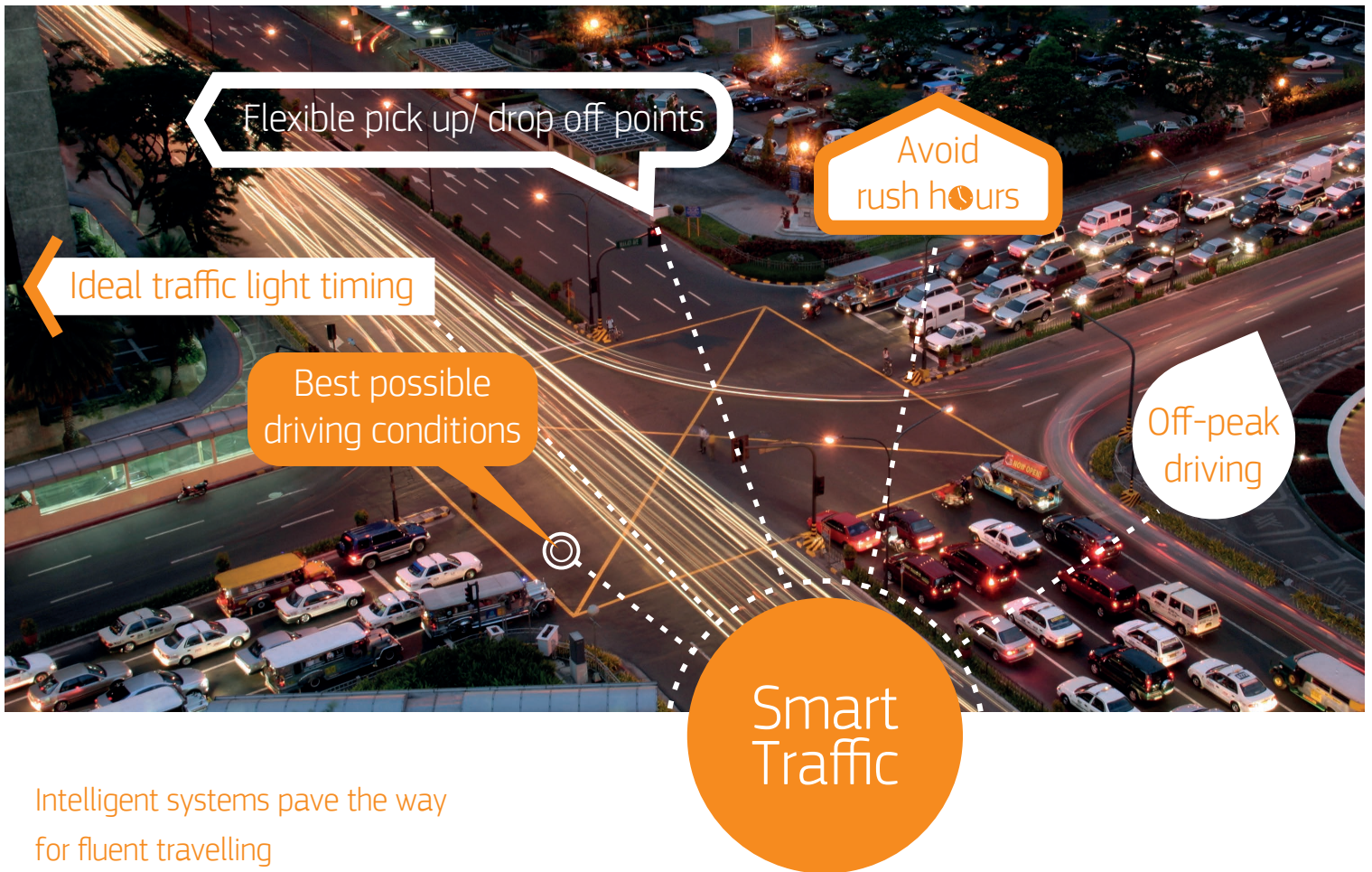
Intelligent systems pave the way for fluent travelling

No more queuing up on a motorway where traffic jam has blocked both lanes. No more annoying waiting for the bus since you will know exactly when your ride is there. No need to drive around the city looking for parking place since you already know where to find one. And you can even forebode where the roads are beginning to freeze and choose another way. Because you have all the information needed. Because traffic has turned smart.

Intelligent Transport Systems and Services (ITS) gather together a broad range of information that improves the performance and safety of the transportation infrastructure. Traffic conditions and any signs of irregularities are transferred in real-time enabling a better management of traffic flow. This means that road users can get traffic and weather updates quickly, and plan their movements accordingly.

The public transport will be more lucrative with real-time timetables and easy to access route information services. Automated incident detection can lead to quicker responses. At its best, ITS can reduce congestion, optimize the traffic conditions and even save lives.

With globalization the need for mobility increases heavily. It can lead to severe air and noise pollution. Smart traffic can have beneficial effects on these environmental problems by helping people to reach their destinations more quickly and directly.

For some reason we are not always at our best when driving. With intelligent transport systems we can move around more safely and with ease. We can eventually be smart in traffic.

Various data sources in ITS pilot

- Real-time public transport information (SIRI)
- Real-time information from taxis
- Real-time train arrival and departure
- Roadside unit with road condition information

- Weather
- Road works and exceptions
- Congestion detection
- Mobile based crowdsourcing tool for public transport information
- Simulator for traffic flow analysis
- Simulator for public transport planning

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DIGILE Ltd., founded in 2008, helps organisations to benefit from the Internet Economy. DIGILE develops competence and tools for creating new businesses, jobs and well-being in the Finnish society. DIGILE coordinates industry-driven research programs to accelerate the development of digital services. It creates business ecosystems and opens the doors to Chinese and other international markets. Non-profit DIGILE is owned by more than 40 companies, universities and public organisations. www.digile.fi

Internet of Things

Internet of Things drives future business

- The potential for IoT is enormous as the data and number of devices connected to Internet is exponentially increasing

- The Wireless World Research Forum has predicted 7 trillion wireless devices for 7 billion people by 2020, which would amount to around a thousand devices for every human

- This will add a new dimension to the world of information and communication. Connectivity enables us to find versatile information, at all times and from everywhere

IoT challenge

The key challenge of IoT is to facilitate new, scalable, compatible and secure business models and solutions for everyday life

Project facts

50

national and international companies, organizations and universities

350

experts

€**50**m

budget

4

duration 4 years

Finnish Internet of Things program

In Finland the national IoT project aimed to address the challenges e.g. by impacting IoT technology evolution. Concrete results are seen for example in smart traffic solutions.

The strategically important national IoT project was focused on

- Establishing a competitive IoT ecosystem
- Creating IoT business enablers
- Improving Finland's global IoT visibility
- Impacting IoT technology evolution and standardization

Read more: www.iot.fi

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Information Matters

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