

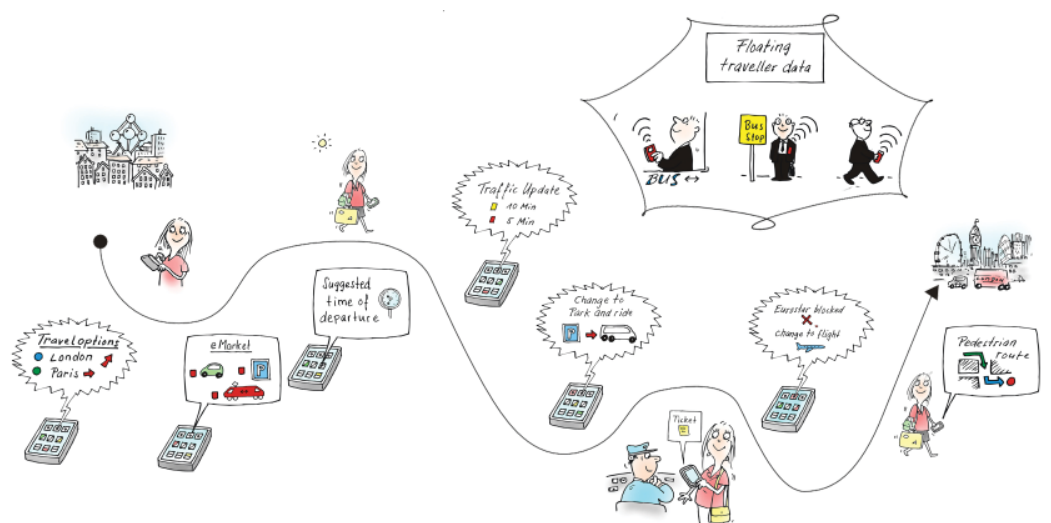
i-Travel: a service platform for the connected traveller

Is a personal travel assistant service for anyone planning and making a journey – whether a short, regular trip or a longer business or leisure trip. The application delivering the service comprises a number of innovative elements, including a user front-end that adapts to a user's fixed or mobile access terminal, a context-aware intelligent agent to manage a user's requests and deliver appropriate services, and an e-marketplace back-end where a community of service and information providers can publish, negotiate and supply their services.

The project co-funded by the European Commission and a consortium of industry and research organisation aims to deliver key innovations to the travel and mobility market:

- the traveller will access his trusted Travel Agent through an intuitive interface, and via any available access point, ranging from simple mobile phone to complex devices such as Smartphones and personal computers
- travel services offered according to a traveller's expressed preferences will include journey planning, route guidance, traffic and transport real time information, parking services, ticket booking and payment, as well as immediate news of any problems and the adaptation of a traveller's itinerary;
- "floating traveller data collection", or anonymous monitoring of individual travellers in order to deduce demand status, detect incidents and to monitor the status of public transport services in real time and over entire networks;
- unprecedented usability for the traveller, with a personalised service agent able to anticipate a traveller's needs from knowledge of his current context, and delivery of "push" services as needed when the traveller arrives at milestones, or when disruptive events occur along the itinerary;
- payments can be made automatically and securely from the traveller's handheld terminal, and the terminal will replace the need for printed tickets as the mobile device can become the ticket
- the eMarketplace will use the latest e-commerce and internet technologies to allow transport and travel services to be exposed, requested and consumed in real time, while offering content and service providers access for the first time to virtually all travellers;
- The use of state-of-the-art Service Oriented Architecture technologies and open standards will remove the technical barriers for connecting any service provider to any other service provider/travel agent. This will allow the take up of a global competitive and vibrant market for travel information and services giving a chance also to small companies dedicated to specialised local contents.

i-Travel



Contact

Gary Bridgeman

Tel: +32 (0)2 400 07 44

g.bridgeman@mail.ertico.com

i-Travel

Consortium

Coordinator: ERTICO – ITS Europe

Partners: Aalborg University, ALTEA, Amadeus SAS, CERTH HIT, DLR, IDOM, ISMB, Logica, MIZAR, Navteq, Oracle, PTV, TA, Technolution, TNO, Vialis, Vlaamse Overheid, Ygomi

To realise the vision of door-to-door Europe-wide traffic and traveller information, a community of content and service providers needs to be created that co-operate to offer travellers a unique service: a virtual travel assistant service that accompanies a traveller before and throughout each journey providing personalised, context-aware information and support whenever, wherever and however needed.

The eMarketplace concept is not a centralised infrastructure, but rather a set of technologies, services, interfaces, procedures and good practice collectively endorsed by the community and operating in a framework based on open standards.

This wide community of content and service providers connects to customers through a common technical approach to serve new markets of travellers needing instant delivery of content and trip support. This technical approach is being developed and validated by the i-Travel project that is integrating e-commerce and internet technologies to create the first B2B e-Marketplace in the traffic and travel information service sector.

Who should join the e-Marketplace?

Content providers, content aggregators, service providers, service aggregators, system integrators and software houses, telco operators and public authorities are clearly concerned with i-Travel developments. But the e-Marketplace is also open to key actors of any related industry.

There are many reasons for joining the e-Marketplace:

- to receive early and first-hand information on developments within i-Travel
- to help steer i-Travel by early feedback at key stages
- to meet the concerned actors and establish future business relations.

By being a member of the i-Travel e-Marketplace you will gain direct access to the one and only secure, dynamic marketplace where agents representing all the world's "connected travellers" gather to buy real-time content and value-added travel services on behalf of their customers. You supply hotel rooms, traffic information, airline tickets, bus and tram arrival times, tourism information? Whoever and wherever you are, i-Travel opens up a "virtual shop window" to unlimited potential B2B customers. Save the effort of negotiating separate sales contracts with each new business customer, just join the i-Travel eMarketplace and let them come to you instead.

How to join?

Join the e-Marketplace now

via http://www.i-travelproject.com/en/join_the_e-marketplace/

or contact

Gary Bridgeman
Project Manager
ERTICO ITS-Europe
Tel: +32 (0)2 400 07 44
g.bridgeman@mail.ertico.com