

# Status Report



## 17<sup>TH</sup> ITS WORLD CONGRESS BUSAN 2010

**ITS AP BOD Meeting  
Sep. 21, 2009  
Stockholm, Sweden**





## **Overview of 17<sup>th</sup> ITS World Congress**



# Congress Information

Title

- 17th ITS World Congress, Busan 2010

Date

- October 25 (Mon) – 29 (Fri), 2010

Venue

- BEXCO, Busan, Korea

Theme

- Ubiquitous Society with ITS

Hosted by

- Ministry of Land, Transport and Maritime Affairs

Organized by

- Organizing Committee for Busan ITS World Congress

Sponsored by

- Korea Expressway Corporation
- Busan Metropolitan City

# Event at a Glance (Tentative)

DAY 1	October 25(Mon), 2010
13:00 - 17:00	Registration Open
16:00 - 18:30	Opening Ceremony & Plenary Session I
18:30 - 20:00	Welcome Reception
DAY 3	October 27(Wed), 2010
08:00 - 17:30	Registration Open
09:00 - 17:30	Exhibition Open
09:00 - 10:30	Plenary Session III
11:00 - 17:30	Congress Sessions
DAY 5	October 29(Fri), 2010
08:00 - 14:00	Registration Open
09:00 - 14:00	Exhibition Open
09:00 - 12:30	Congress Sessions
12:30 - 14:00	Closing Ceremony

DAY 2	October 26(Tue), 2010
08:00 - 17:30	Registration Open
09:00 - 17:30	Exhibition Open
09:00 - 10:30	Plenary Session II
11:00 - 17:30	Congress Sessions
17:30 - 20:00	Exhibition Reception
DAY 4	October 28(Thu), 2010
08:00 - 17:30	Registration Open
09:00 - 17:30	Exhibition Open
09:00 - 10:30	Plenary Session IV
11:00 - 17:30	Congress Sessions
17:30 - 20:00	Gala Dinner

# Congress Program

## Congress Format (Tentative)

- 4 Plenary Sessions
- 12 Executive Sessions
- 70 Special Interest Sessions
- 180 Technical / Scientific Sessions
- Media Interactive Sessions



# Room Availabilities

## List of Session Rooms

BEXCO					APEC House
1F	2F		3F		2F
Convention Hall	Convention Hall	Glass Hall	Convention Hall	Glass Hall	
101	201	M201-1	Grand Ballroom	M301-1	201
102	202	M201-2		M301-2	
103	203	M201-3		M301-3	
104	204	M202-1		M302-1	
105	205	M202-2		M302-2	
106	206-1	M202-3		M302-3	
107	206-2	M202-4		M30204	
108	207-1	M202-5			
109	207-2				
110	208-1				
	208-2				
10 Rooms	11 Rooms	8 Rooms	1 Room	7 Rooms	1 Room

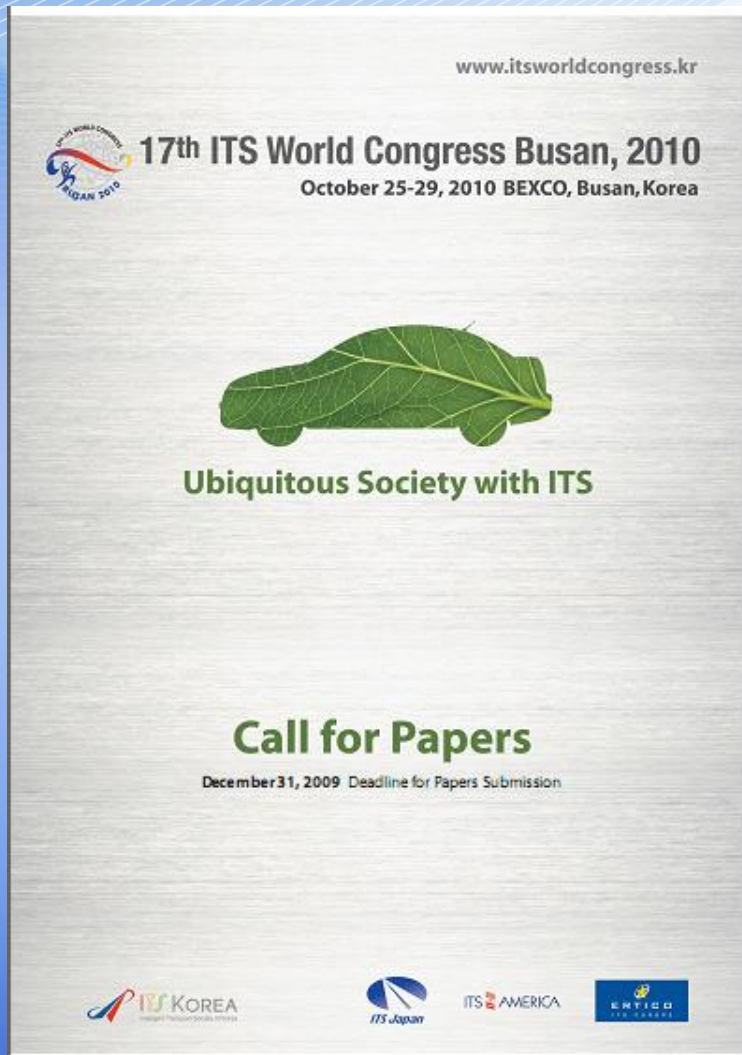
10 Rooms	19 Rooms	8 Rooms	1 Room
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**38 Session Rooms in total**



## **Call for Papers**

# Call for Papers (Cover Design)



## Contents

- Welcome Message
- Congress Concept
- Call for Papers
- Special Session Proposals
- Call for Exhibitions
- Sponsorship Opportunities



# Congress Concepts

## CONGRESS CONCEPT

Concept Diagram: Integrated Goal + Three Strategies



# Congress Concepts

## Three Strategies

### Ubiquity

For the achievement of ideal ITS implementation, any transport related objects including anything from people to things should have proper Transport Intelligence anywhere, anytime and for anything.

If these "3 Any" conditions are guaranteed, it shall be sufficient for a ubiquitous level of availability.

### Transparency

To increase user-friendliness, the objects in the transportation system can be provided with ubiquitous transportation services without any consciousness or recognition based on the individual location & context. The transport subjects including drivers, passengers, pedestrians, and consignors can get real-time traffic information from the ubiquitous transportation environment that is calm, pervasive, and invisible.

### Trustability

Ubiquitous transportation society aims to provide reliable traffic information and service which can be achieved by the collective information among locally networked smart objects.

Ultimately, all ITS services under ubiquitous society should be trustable in terms of its timely properness, accurateness, and usefulness.



# Papers Topics

## Paper Topics

### **A. Policy and Decision-making**

1. Policy and Planning
2. Initiatives and Evaluation

### **B. Research, Design, and Services**

3. Traffic Management
4. Payment Systems
5. Traveller Information
6. Public Transport
7. Freight and Commercial Transport
8. Intelligent Vehicle Safety
9. Vehicle-Infrastructure Cooperation
10. Vehicle Electronics

11. Intelligent Road Infrastructure

12. Vulnerable Users

13. Communications and Technology  
Emerging

### **C. Global Concerns and Interests**

14. Legal Issues and Market Analysis
15. Environment Issues
16. Awareness Raising, Education  
and Training
17. Architecture and Standards

### **D. Others**



# Important Dates

**End of Sep.  
2009**

**Dec. 31  
2009**

**Mid of Apr.  
2010**

**Jul. 30  
2010**

**Opening  
Online  
Papers  
Submission  
System**

**Deadline for  
Papers &  
Proposals**

**Acceptance  
Notification**

**Deadline for  
Final Papers  
Submission**

# Call for Exhibitions

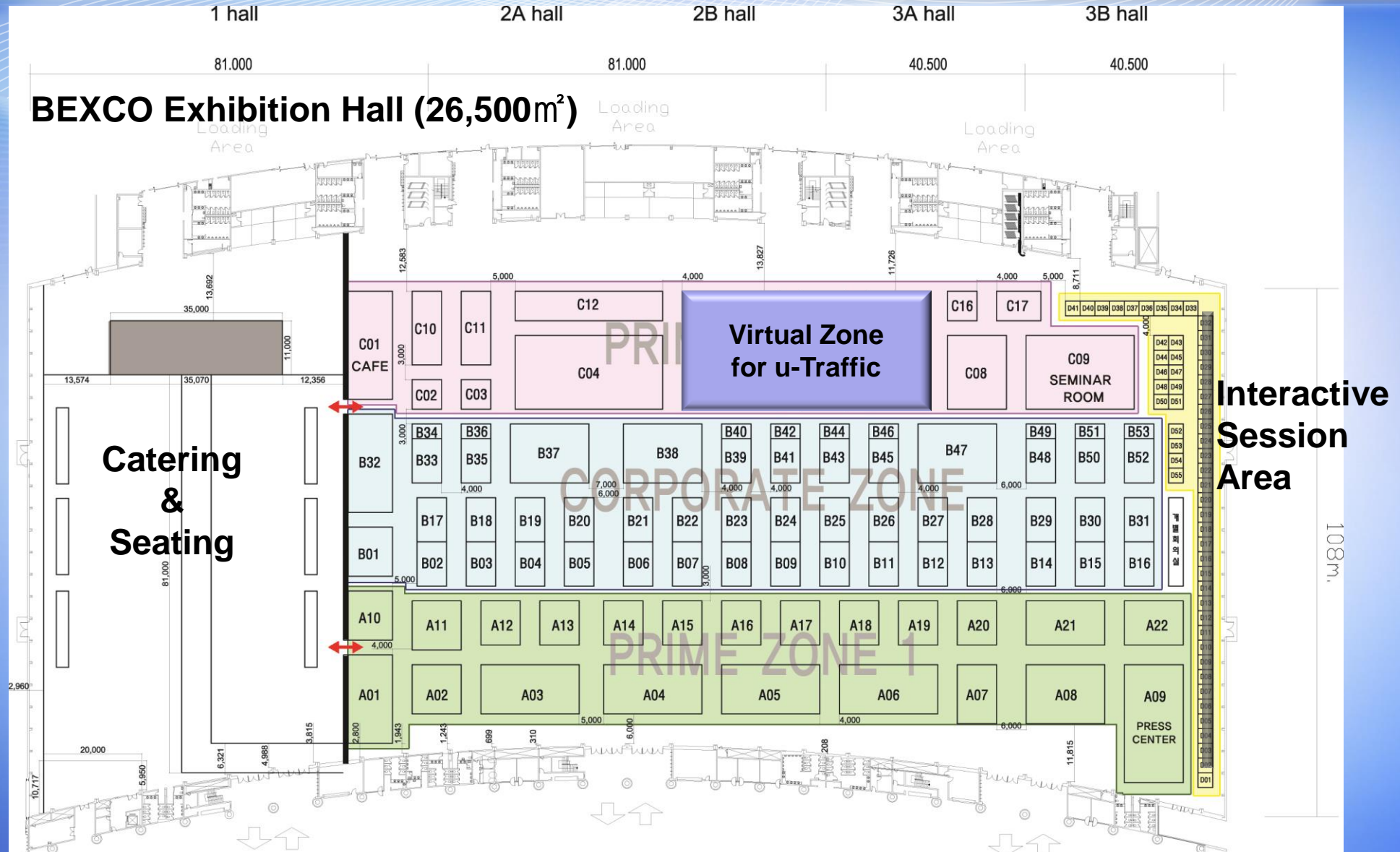
- **Date** : October 26(Tue) -30 (Sat)
- **Venue** : Exhibition Hall (1F), BEXCO, Busan, Korea
- **Exhibition Booth Rental Fee**

Type (Size: 3mX3m)	Early-bird By December 31(Thu), 2009	Regular From January 1(Fri), 2010
Shell Scheme (Standard Booth)	USD 4,500	USD 5,000
Raw Space	USD 4,000	USD 4,500

## ■ Schedule for Exhibition

Pre-Application Deadline	December 31(Thu), 2009
Exhibition Installation	October 22(Fri) - 25(Mon), 2010
Exhibition Period	October 26(Tue) - 30(Sat), 2010

# Exhibition - Layout

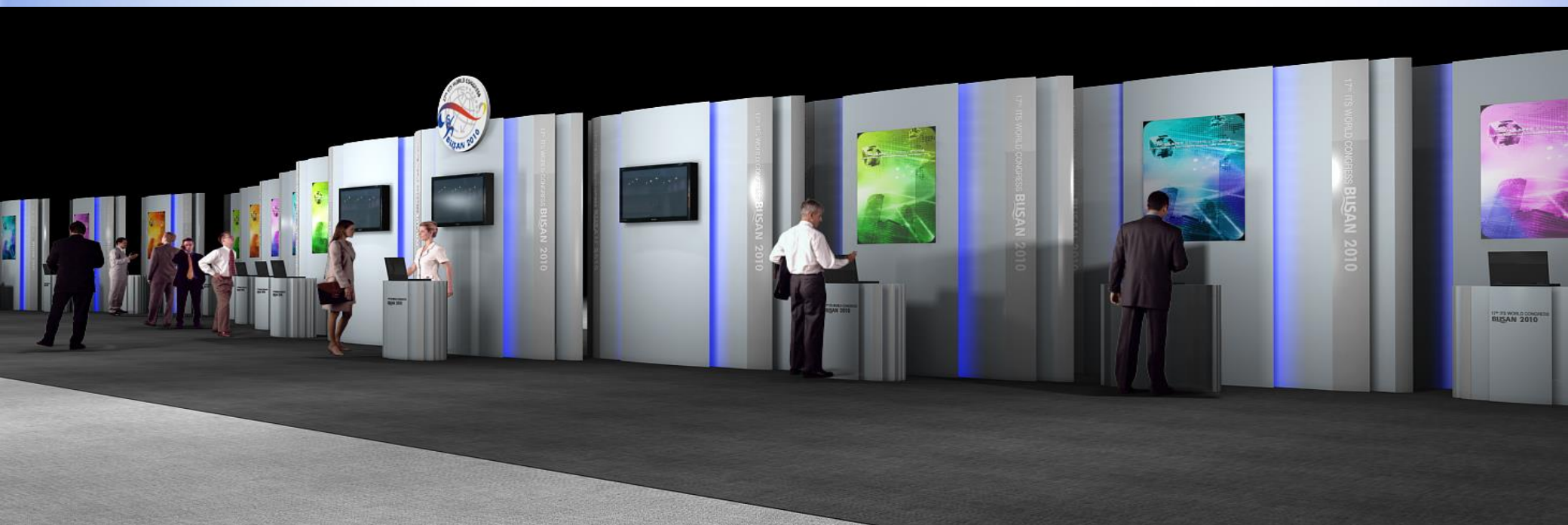




# Media Interactive Session

Each Panel Equipped with PDP

Available to use Audio-Visual Materials during Presentation



# Call for Sponsor

Sponsor Level	Benefits
Super Diamond	<b>Sponsorship benefits include all lower level benefits plus :</b> Speech invitation for the opening ceremony Banners in the opening ceremony place Small exhibition around the opening ceremony place
Diamond (USD100,000)	<b>Sponsorship benefits include all lower level benefits plus :</b> Speech invitation for the closing ceremony Invitation for the exhibition ribbon cutting ceremony Sponsor's name and logo on the banners in congress and exhibition site
Gold (USD 70,000)	<b>Sponsorship benefits include all lower level benefits plus :</b> Priority for booth reservation Speech invitation for the VIP Dinner Sponsor's name and logo in the promotional movie
Silver (USD 50,000)	<b>Sponsorship benefits include all lower level benefits plus :</b> Sponsor's name and logo on the registration desk Sponsor's name and logo in the congress highlight video Privilege to use congress official emblem in the sponsor's own materials
Bronze (USD 30,000)	Sponsor's name and logo on the proceedings CD-ROM Sponsor's name and logo in the official website Sponsor's name and logo in the promotional materials Sponsor's name and logo on the sponsors board located at the congress & Exhibition sites

# Call for Sponsors

## SPONSORED BY



## HOSTED BY

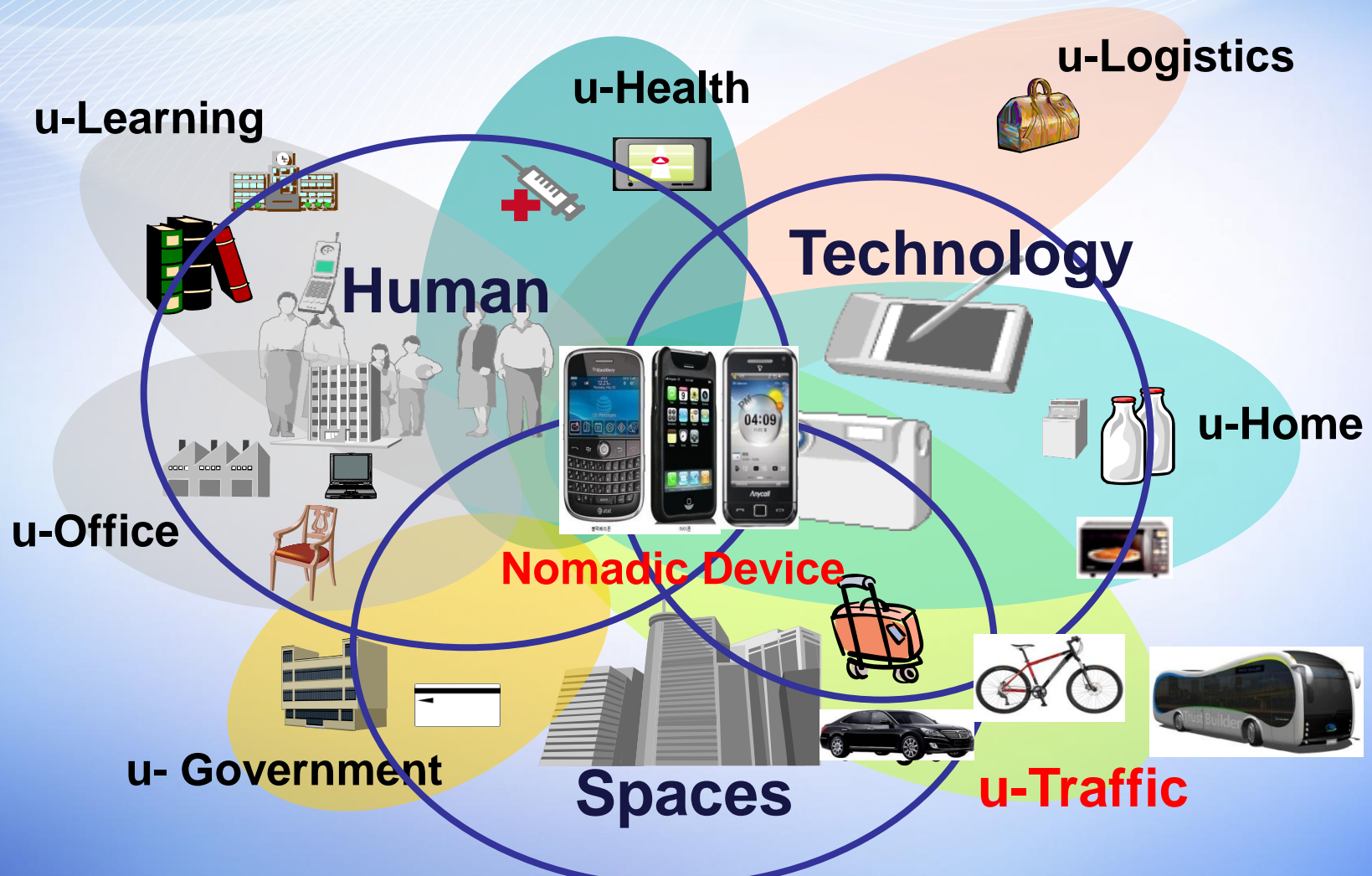


**We are looking forward  
to your active  
participation as  
Sponsors!**



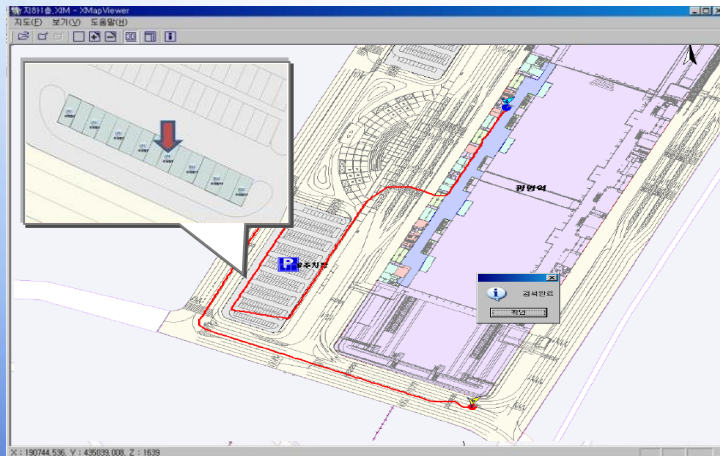
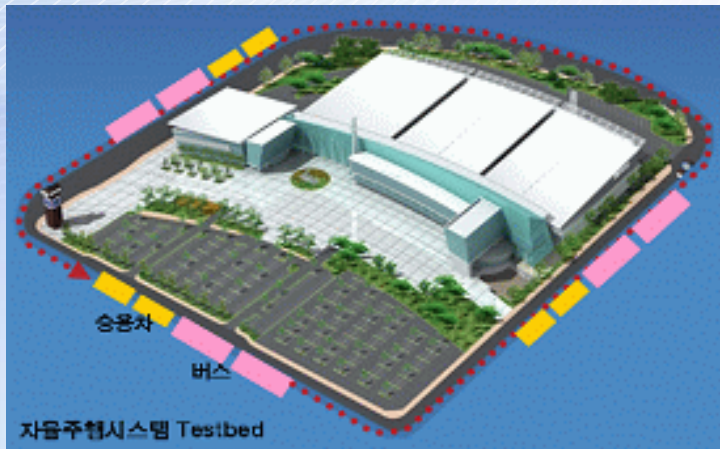
# Congress Theme

## *"Ubiquitous Society with ITS"*



# Showcase : Virtual Zone

## Virtual Zone for u-Traffic in BEXCO





# Showcase : u-Traffic Zone

👉 *Green Intelli-Travel Society (G-ITS)*





# Showcase : u-Traffic Zone

## Deployment Project for u-Traffic

### Project Overview

- **Scope: Busan Metropolitan Areas**
  - including Showcase in Haeundae u-Traffic zone
- **Deployment Plan: Sep. 2009 ~ Aug. 2010**
- **Field Operation Tests: Aug. 2010 ~ Oct. 2010**
- **Budget : US\$ 20 million**
  - US\$12 million by Central Government
  - US\$ 8 million by Busan Metropolitan Government

### Contents for ITS World Congress

- **u-Traffic Information Service**
- **u-Traffic Management Center**
  - with virtual zone for u-Traffic in BEXCO
- **Communication System Infrastructure for u-Traffic zone**
  - Green Intelli-Travel Society (G-ITS) Service

# Technical Tours

## **COURSE 1, Busan u-Traffic Centre**

- Operation & management for ubiquitous transportation with integrated traffic information system
- Cooperative vehicles & infrastructure system



## **COURSE 2, GWANG-ANH DAEGYO**

- The biggest suspension bridge in Korea
- Advanced Traffic Management System
- Monitoring real time traffic flows
- Immediate response to the unexpected incidents





# Technical Tours

## **COURSE 3. RENO SAMSUNG PLANT IN BUSAN**

- Standard Quality System
- Tracking Management System
- Equipped with the advanced technologies
- Operation of Green Center



## **COURSE 4. HAEUNDAE U-TRAFFIC ZONE - SHOWCASE**

- Practical examples of green intelli-travel society (G-ITS)
- by u-Bike & u-Bus with nomadic devices







## **Venues & Facilities**

- Congress Venue
- Venue for VIP Dinner

# Congress Venue - BEXCO

**Total Area: 115,702 m<sup>2</sup>**

**Building Area: 47,586 m<sup>2</sup>**

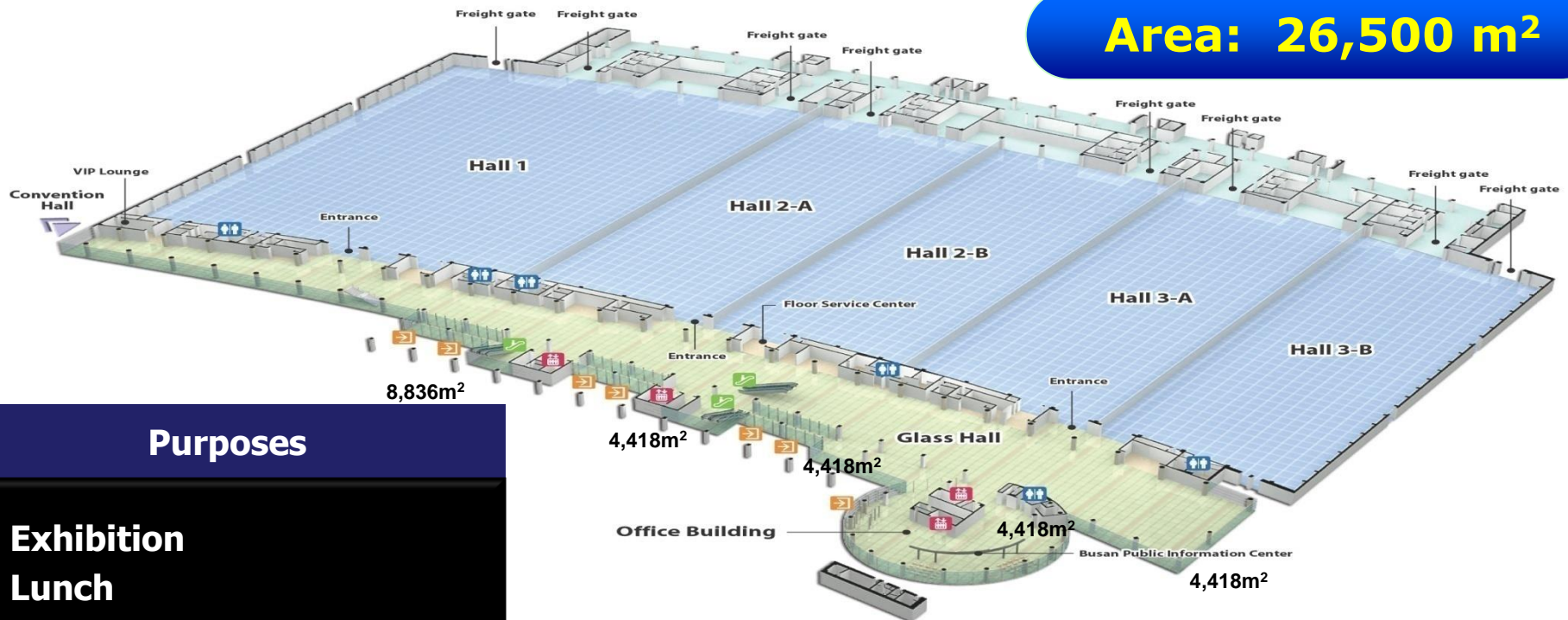




# Congress Venue - BEXCO

## Exhibition Hall

**Area: 26,500 m<sup>2</sup>**



### Purposes

- Exhibition
- Lunch
- Media Interactive Session
- Internet Lounge
- Coffee Break
- Showcase



# Venue for VIP Dinner

**Date :** October 26, 2010

**Venue :** Nurimaru APEC House

**History :** The house where world leaders gather and hold the APEC meeting





## **Attractions in the Vicinity of Busan**



# Attractions



Walking path  
along the seaside



Feel the new bright night



Fascinating congress  
destination



Enjoyable leisure activities



# I.N.V.I.T.A.T.I.O.N.

Event

- 16<sup>th</sup> ITS World Congress Stockholm, Sep. 2009

## Korean Pavilion (Booth No. D30)



- Cocktail Reception  
**Sep. 22 & 23**
- Taste Korean Courte  
Cakes  
**Sep. 22 ~23**
- Experience Korean  
Traditional Dress  
**During Exhibition**



Thank you and  
see you in Busan,  
2010 !!!

