



ITS SEMINAR AND EXHIBITION 2017 DRIVING ITS TO A NEW NORMAL

Connexion@Nexus | Bangsar South, Kuala Lumpur, Malaysia | 21 - 23 February 2017

DRIVING ITS TO A NEW NORMAL



ITS has broken many barriers ranging from artificial intelligence to automated vehicles, from robotics to renewable energy and many more. Like it or not, we now work in a significantly changed landscape and are faced with new challenges. What was perceived years ago as innovation is now the new normal. This signals the need for the Government and private sectors to work closer as the industry is

facing a disruptive period of rapid technological change and social norms.

This year's Seminar at Connexion@Nexus in Bangsar South, Kuala Lumpur provided a tremendous opportunity for champions of the Industry to engage and the same time, prepare and strategise what needs to be done in the years ahead. Throughout the 3-day event, 490 delegates from Malaysia and abroad have had an exclusive

opportunity to hear over 70 presentations from 11 countries.

Officiated by Minister of Works, Dato' Sri Haji Fadillah Haji Yusof on 21 February and a Keynote Address by the Chief Secretary of the Government of Malaysia, Tan Sri Dr Ali Hamsa, this year's ITS Seminar consisted of Technical Sessions covering various mouth-watering topics such as tolling technologies, ticketing system, public transport, innovation and many more.

From Day 1, delegates were treated to a fruitful Plenary Session consisting of ITS heads from Malaysia, Canada, Singapore and Taiwan.

Apart from the Technical Visit, an exhibition, showcasing various products from more than 30 industry players was also a key highlight of the Seminar.

All in all, the Seminar served its objectives to expose industry players to new ITS development and technologies.

We need to brace ourselves for the future. Malaysia alone now has 44.5 million mobile subscribers for a population of 31.5 million or a mobile penetration rate of 144.8%. Hence, our future hinges on our ability to nurture the ITS ecosystem by bringing in wider participation from cellular service providers, broadband providers, vehicle manufacturers, logistics companies, and academic / R&D institutions, and transport technology innovators and service providers.

It is time for us to seek new ways to 'normalize' our transport systems to meet the increasingly sophisticated user demands.

SEMINAR TO IDENTIFY ISSUES FOR ITS BLUEPRINT



"The 6 components that support a strong foundation to construct a smart city are Smart Economy, Smart Environment, Smart People, Smart Government, Smart Transport and Smart Living. The Multi-Lane Free Flow (MLFF) on highways in Malaysia by 2020 is a first step in establishing a smart city in terms of managing urban mobility," said Minister of Works, Dato' Sri Haji Fadillah Haji Yusof at the official opening ceremony of the ITS Seminar on 21 February.

With MLFF, the current toll plaza canopy will be replaced by a gantry installed with antenna for the purpose of reading the sticker tag or vehicle plate number. This new concept means that a toll plaza is no longer required which then leads to reduction of construction and operation cost. At the same time, traffic congestion at toll plazas can be reduced as the system allows free flow high speed toll system.

"The most widespread use of ITS is in traffic management. As such, Integrated transport information system in Kuala Lumpur or ITiS was developed to improve traffic management in the city. Through ITiS, authorities can collect, share and disseminate accurate traffic information and the latest traffic updates to road users to assist their journey in the Klang Valley," he added.

Current traffic information and alternative routes recommendations in the event of congestion on certain routes are shared with motorists through Variable Message Sign (VMS), the internet and call centres.

According to Dato' Sri Haji Fadillah, the Government has taken steps through the ITS Council Malaysia and its members to reinstate efforts towards implementing the ITS Strategic Plan and ITS System Architecture published for Malaysia in 2007.

"One of the many responsibilities undertaken by the ITS Council is the development of the Malaysian ITS Blueprint which emphasizes on the need for inter-agency collaboration in 9 ITS sectors. This Seminar is aimed at concluding and confirming the length and breadth of issues that need coverage in the Blueprint," he said.



COLLABORATION KEY TO ITS SUCCESS IN MALAYSIA



"Our future hinges on our ability to nurture ITS eco-system by bringing in wider participation from cellular service providers, broadband providers, vehicle manufacturers, logistic companies, academic/R&D institutions, transport technology innovators and service providers," said Tan Sri Dr Ali Hamsa, Chief Secretary to the Government of Malaysia in his Keynote Address on 21 February. Even though Malaysia has started aggregating ITS Stakeholders way back in 1999, developments in ITS have fallen short of moving the 2004 ITS Master Plan where we have allowed a level of fragmentation in the local industry which could ultimately become self-defeating.

"As such, we need to look at how ITS has benefited Asia-Pacific and ASEAN member countries such as Singapore, Japan, Taiwan, Australia and Korea," he added.

According to Tan Sri Dr Ali Hamsa, the key challenge in Malaysia is to break the information and system silos among the various ITS deployments in different agencies and jurisdiction.

"We need to establish a 'network effect' where the focus is to establish cooperative frameworks and data sharing among the many deployments with private and public agencies," he said.

Tan Sri Dr Ali Hamsa believes this year's ITS Seminar can inspire, excite and energise younger delegates to look at the current transportation challenges more innovatively and holistically.



OFFICIALLY OPENED... ITS Seminar and Exhibition 2017 was officially opened by the Minister of Works Malaysia on Tuesday. Attended by close to 500 delegates including Dato' Sri Zohari Akob, Secretary General, Ministry of Works, Dato' Sri Ir Dr Roslan Md Taha, Director General of Public Works Department and Datuk Ismail Md Salleh, Director General Malaysian Highway Authority and President of ITS Council Malaysia.



GET REAL WITH TOMTOM MAPS

TomTom, the global independent mapping company continues to meet the needs of map users around the world. From creating one of the first digital maps in the world, TomTom has now evolved and ventured into producing real time maps. A real time map is the most accurate and the most updated map that could shorten the time between detecting changes in the real world and updating the map on an end-user's device. With more than five (hundred) million connected data sources, TomTom is committed to bringing new and easy-to-use maps to the market.



TIME FOR A CHANGE

Delegates who visited Touch 'n Go Sdn Bhd's booth got a glimpse of 'TimeTraveller', the company's first ever Touch 'n Go chip-embedded watch. The watch offers convenience of reload and payment facilities that meets the need of current generation who have an active and trendy lifestyle. Available at RM188 per unit (inclusive of 6% GST), it comes in variant colours of white, black, brown, blue and pink. Contact the Touch 'n Go Careline at +603-2714 8888 or visit www.touchngo.com.my for details.



MRT CORP'S JULY TARGET



At this year's ITS Seminar, MRT Corp featured its 52.2 kilometre Sungai Buloh-Serdang-Putrajaya (SSP) Line. The Line serves as a corridor from Sungai Buloh in the northwest of Kuala Lumpur, through the city centre and its southern suburbs before ending at Putrajaya Sentral. Fully operational by July 2017, the Line is expected to benefit 500,000 daily passengers. Consisting of 37 stations (25 elevated, 11 underground and 1 'half-sunken'), each stop will be equipped with facilities such as lifts, escalators, and public telephones, to name a few. Come July this year, your Sungai Buloh-Putrajaya travel will never be same.



PUBLIC TRANSPORT: INTEGRATED SEAMLESS TICKETING SYSTEM VIA SMARTPHONES

There are currently millions of active mobile phones in Malaysia. Given today's smartphone adoption rate, using a smartphone for travel payments can be seen as a natural progression of a true, seamless travel experience. Hence, a simple integrated ticketing system via smartphones is able to facilitate seamless door-to-door travel across different modes and operators, making door-to-door journeys by public transport easier and at the same time, address the ever-increasing traffic congestion problem. Enticing the public to switch from the conventional travel, i.e private cars to public transport is a huge ask. However, through a seamless integrated public transport ticketing system via smartphones, traffic congestion on Malaysian roads issue can be solved as more will opt for using public transport. "For that matter, Xerox has developed Xerox Seamless Transportation Solution, a universal system for secure, ticketless public transport payment through smartphones. This solution is compatible with all mobile phone operators and offers the same security guarantees as conventional contactless ticketing," said Conduent Vice President and Managing Director, Ong Wei Ping. Xerox is definitely changing the way the world works.



BRACING FOR MLFF

For the past decades on toll roads, a single-lane ETC system was implemented and contributed to ease congestion at toll plazas. However, single lane ETC system is facing a threat from the increasing amount of traffic volume which may surpass its capacity in near future. In Malaysia, the first ETC system was implemented back in 1995 and today, Malaysian highways are equipped with a single ETC system. Predicting future gridlock and at the same time, reduce environmental issues, Malaysia has been exploring for the Multi-Lane Free Flow tolling (MLFF) as the next stage of tolling.

"The key challenges of MLFF implementation is the migration from the current single-lane ETC to a full-scale MLFF which involves both legislative and technical issues," said Tatsuya Higuichi of Mitsubishi Heavy Industries. A series of Proof of Concept (POC) testing was carried out and reviewed.

"Our review includes the technology for RFID sticker, reader, installation and so on. This includes evaluation on roadside system, central back office and total system layout. The main challenge is to accomplish the End to End system development," he added.



ROCOM PROMOTES SAFETY FOR MOTORCYCLISTS

"Malaysia is a good example to study motorcycle safety as it typifies the countries with safety problems for motorcyclists," said Ir Dr Muhammad Marizwan Abd Manan, Malaysian Institute of Road Safety Research (MIROS), ITS Head.

As such, in an effort to continuously improve motorcycle safety, a mobile web-based application aimed at analyzing motorcycle motion and data as well as map out dangerous road surface and sections was developed and tested.

Road Condition and Monitoring System Utilizing Motorcycle Motion or ROCOM can register road surface deficiencies such as bumps, cavities and potholes, to name a few. Fixed on motorcycle handlebars, the system can record a detection rate up to 80%.



GOING CASHLESS VIA E-PAYMENT

The emergence of e-commerce and online purchases forces payment system to go digital. As people are more smartphone-savvy and spent more time with their devices, the move to digital payment system makes the whole experience more user-friendly and convenient.

Touch 'n Go, the leader in micro-payments in Malaysia with more than 16 million active users and around 5 million transactions per day, is transforming itself from a card-based to digital payment system to meet the changing customer's demand for mobility payment. Touch 'n Go is also evolving to mobile applications (apps) and digital wallet that will allow payment transactions to be made electronically for both transport and retail sectors. The new mobile apps that uses quick response code technology will allow users to tap or scan barcodes to pay for goods and services, including utility bills, prepaid reloads and also enable balance transfers to a third party even if the users forgot to bring their wallets.

The innovation is in line with the Government's vision to create a cashless society and at the same time, signals Touch 'n Go ability to be on the forefront of the digital payment platform in bringing urban mobility to the Klang Valley.



CAHAYA AULIA'S 'MEN OF STEEL'



Cahaya Aulia Sdn Bhd is not new in the business of guardrail manufacturing. With the support of its Korean partner which has forty years of experience in steel sourcing, fabricating and servicing, they are definitely the master in integral process behind quality guardrails. Apart from guardrails, the company also produces crash cushions, noise barriers and system scaffolding.

According to General Manager, Park Bum Gwan, the company provides a wide range of high strength steel guardrails that are suitable for a variety of applications such as medians and shoulders of bridges and highways. The steel grades and specification available in accordance to the Malaysian, AASHTO M180, CE, KS and ASTM A36 standards. In fact, the company has successively passed the SIRIM Certified Manufacturing benchmark for guardrail manufacturing. The products are well tested to safely redirect errant vehicles back on the road upon collision.



NETWORKING... ITS Malaysia and Asia Pacific Board Members and Council Members as well as selected guests attended a Networking Dinner at the VE Hotel on Tuesday. Organised by ITS Malaysia, the dinner was a perfect platform for guests to share their experience and knowledge.



A SMARTER TRAVEL

Cities and urban areas around the globe experience increased urban mobility challenges as the populations and the number of cars on the road network continue to grow and contribute to traffic congestion.

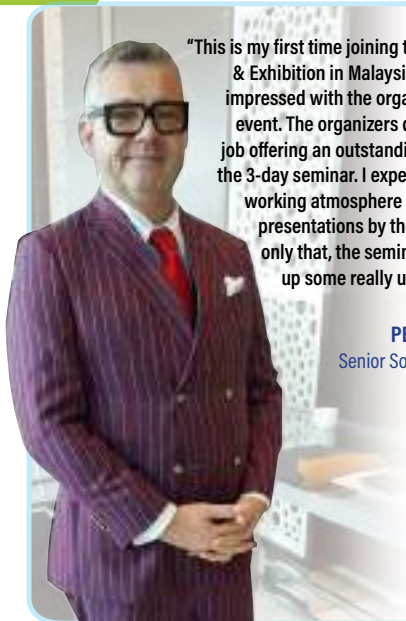
As such, smarter and more efficient solutions are required to deal with traffic planning, traffic control and to work towards safer and more comfortable mobility in cities. TomTom continues to provide solutions to ease congestion by using large volumes of live probe data to create smarter cities for transportation. By leveraging on database of over 14 trillion probe, TomTom is able to view and analyse to provide a snapshot of what is happening in real time combined with historical and trending information. The data can be used to better determine traffic management operations and the like, offering insights that can reduce congestion and improve road users' experience.

Using data in a new way is a smart idea, an idea that TomTom is showing off to the fullest. Smart city will run on data that enable cities to get more insights in real time traffic conditions and trends as well as to make better decisions more quickly and to learn from the past historical trends.



SMART LIGHTING...

Public lighting a unique role in Smart Cities. Generally, high quality LED street lights in Malaysia helps motorists to spot oncoming traffic or pedestrians crossing the road at night. Smart Road/Street Lighting has been gaining momentum around the world and is now crossing the chasm of early adopters to early majority. Lighting service providers is no longer focusing on experimenting with having some lights connected but on mass scale data management, workflow/lifecycle management and integration with the larger scope of smart city.



"This is my first time joining the ITS Seminar & Exhibition in Malaysia and I am very impressed with the organization of this event. The organizers did an excellent job offering an outstanding program for the 3-day seminar. I experienced a great working atmosphere and interesting presentations by the speakers. Not only that, the seminar has brought up some really useful contacts."

PETER DEPUYDT
Senior Solution Architect,
Conduent

"As an academic researcher, I found the Seminar a good platform for me to find out more on the latest technology especially in international transportation system. The seminar is packed with information, excellent presenters and engaging professionals. The previous ITS seminar I've attended was in Japan which was five years ago and this year I'm taking the opportunity to join again as a committee because I found it very helpful and very much relevant to my field of research."

DR YUEN CHOON WAH
University Of Malaya



"This conference provides me the opportunity to learn and explore the development of the Malaysian transportation business. The Technical Session on Big Data was a fruitful one."

RYO UCHIDA
Fujitsu Ltd,
Tokyo, Japan



"The Seminar was able to provide delegates and participants a platform to bridge the gap between public and private sectors as well as exchange of ideas and views. I look forward to visit the Klang Valley Mass Rapid Transit (KVMRT) Operation Control Centre as it is the largest and one of the most important transport infrastructure projects in Malaysia."

AMIR SHAHID
LATAR Expressway



"The chance to participate in this year's ITS Seminar and presented a Technical Paper on 'Tolling Innovations in ASEAN' provided me a platform to share and exchange ideas on ITS development in Malaysia. By bringing in experts to this conference, delegates are able to gain more knowledge on innovations, latest technologies and the way forward for ITS."

KHAIRIZA KAMARUDIN
TERAS Teknologi Sdn Bhd



"This is our second year participating in ITS Seminar and Exhibition. This time around, we showcased our new Automatic Lane Barrier model and met new friends and contacts."

NURULAKMAL KAMAL BAHRI
Magnetic Control Systems
Sdn Bhd



WE TOLL YOU SO... TOLLING TECHNOLOGY REACHING NEW HEIGHTS

The development of toll roads/highways in South East Asian countries such as Malaysia, Singapore, Indonesia, Thailand, the Philippines and Vietnam has significantly evolved throughout the years since it was first introduced in 1970s. The toll payment systems have also evolved from cash to cashless via mediums such as electronic cards, On Board Units and recently, Radio Frequency Identification (RFID) system. Moreover, technologies such as infrared, microwave, RFID and satellite have been adopted to ensure faster and efficient payments.

With the rise of total number of registered vehicles in South East Asian countries, the transitions and innovations of tolling are expected to occur in order to usher more motorist to utilise electronic payment methods for tolls, at the same time, effectively reduce traffic congestion.

The future trends of toll system are also predicted to be a uniformed method whereby it enables government authorities to track vehicles and in doing so, help to reduce crime, and predict and monitor traffic congestions more efficiently.



THE PROGRESSION OF THE MALAYSIAN ITS BLUEPRINT

ITS requires integration of information and communication technologies for road transport, traffic management and mobility management and so on.

In 1999, the ITS Strategic Plan was formulated as a guide for the development of ITS in Malaysia. Among the catalysts for the plan were the mandatory implementation of Traffic Control and Surveillance systems by the Malaysian Highway Authority (in 1994) and the increasing number of new tolled highways.

In 2003 the ITS Master Plan was published in order to progress the work of the ITS Strategic Plan and establish in greater detail the key strategies, direction and framework for the development and deployment of ITS in Malaysia.

The Ministry of Works published the ITS Systems Architecture in 2007, as a progression of the ITS Master Plan. The System Architecture provided a unified framework for the coordinated deployment of ITS in Malaysia by providing detailed descriptions of interactions between travellers, vehicles, roadside devices and control centres. The architecture was adopted as a basis in the development of The Malaysian Intelligent Transport System Blueprint 2017-2022. The Blueprint reinforces the need to progress in the 9 ITS sectors identified and it acts as a launching pad for all related agencies to plan and implement ITS under their very own areas of expertise.

ITS EXHIBITION: MAINTAINING A HIGH PROFILE IN VALUE TARGET MARKET

This year's ITS Seminar saw participation from 36 companies showcasing various ITS-related products and services ranging from e-payments to GPS, smart street lighting to guardrails, pavement materials to traffic systems and MRT projects to highway concessionaires.

All in all, the exhibitors agreed that the Seminar and Exhibition gave them the upper hand to establish strong visibility among key players in the ITS related industry and professional community.

Among the exhibitors participating in this year's ITS Seminar are Magnetic Control Systems, Philips Lighting Commercial Malaysia, Lybase, Ekovest, Fox Traffic, Tomtom, Klang Valley MRT Project, Intelligent Transportation Society, Gruppe Lighting Solution, Cahaya Aulia, Protasco Trading, Roadcare, Regent Holdings, IJM Industry, and Touch 'n Go, to name a few.



ITS A WRAP!

Organising an international event is no easy feat. It takes hours and hours of planning, discussing, securing delegates, ironing out the programmes and many more.

"When I was given the task to lead the Organising Committee to turn this Seminar into a reality, I immediately identify heads of committee members to set up their own teams. The first meeting was way back in September 2015," said Datuk Ir Md Amir Kasim.

According to Datuk Amir, since then, more than 20 meetings were held with committee members from various departments and organisations.

"One of the greatest challenges was to meet the targeted number of participants and exhibitors. Getting more participants from Government departments was also another challenge due to budget constraints.

"At the end of the day, through continuous support from the Committee, we managed to overcome these challenges. I would like to thank all delegates, the speakers and my committee members for their support in making this Seminar a resounding success," he said.

Coming up next are the 15th ITS Asia Pacific Forum in Hong Kong on 26-29 June and ITS World Congress in Montreal on 29 Oct - 2 November this year.







EDITORIAL BOARD Chairman : Mohd Nizam Ismail | Editor : Iskandar Dzulkifli | Writers : Rofina Adam, Siti Nur Amirah Hamza & Nazren Fauzi
Designers : Najihah Mohd Yasin & Siti Norain Md Ali | Photographer : Azhan Zainudin