



**FOURtress**

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TECHNISCHE AUTOMATISERING

A place called tomorrow

# How to entice cardrivers for a change to Public Transport

**Polis Conference Brussels 2011**

**Pim Grol**

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## Fourtress BV

- Founded in 2000, located in Eindhoven (NL)
- Specialist in (technical) software development
  - Embedded → Application software
- Developments in Android / iOS / Windows
- In-depth knowledge of ITS / Sense & Controls
- 72 highly educated employees



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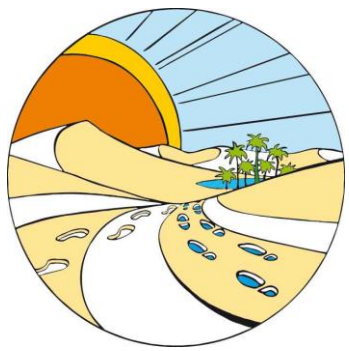
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**SPITS**

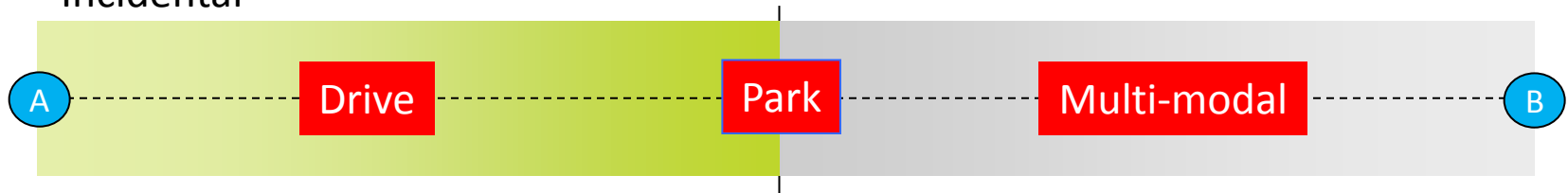
STRATEGIC PLATFORM FOR INTELLIGENT TRAFFIC SYSTEMS

- Consortium of 9 major ITS players and 4 Universities in the Netherlands.
- Development of an Open and scalable platform based on a On-Board-Unit, OBU
- Open innovations → easy to apply by the automotive industry
- Application platform for applications like MultiModal routeplanning
- [www.spits-project.com](http://www.spits-project.com)

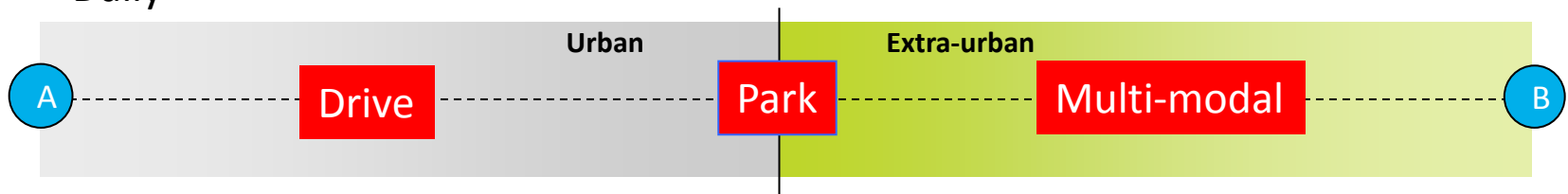


# MultiModal Routeplanning

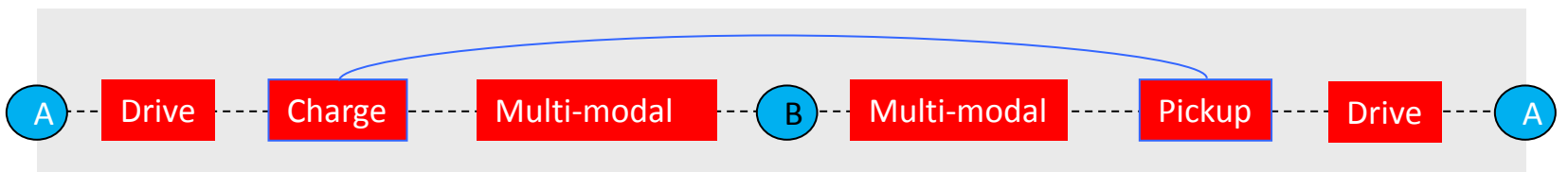
Incidental



Daily



Electrical vehicle with limited range





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# Open Innovation

TomTom navigation engine



Backoffice services such as HD Traffic, parking places,  
travelexpenses etc.



Connection to 9292 PT data



**MultiModal routeplanner for NL**



## Market opportunities for Public Authorities

- High contribution to the society
- Less traffic jams
- Less pollution and noise in cities
- Safer transport, less accidents
- Small investments with big results
- More users for Public Transport



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# The answer of the International Public Transport operators

- UITP (International Association of Public Transport) has adopted the idea
- The 18th of October 2011 several PT companies has signed "The declaration of IJmuiden"
- To bring this spinoff from demonstrator to rollout, more entities (PT operators, Public Authorities, Serviceproviders, EU etc.) has to join this startup.
- Invitation to join mail: [bmunnik@9292.nl](mailto:bmunnik@9292.nl)