



“SUPERHUB: a new approach for building intelligent, multi-modal and smart mobility systems”

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PARTNERS



AGENDA

We believe that
in a great
mobility project
people should
be protagonists.



- A new mobility concept
- The SUPERHUB project
- A user centric approach
- A look inside SUPERHUB
- The next steps



www.superhub-project.eu

 [superhubproject](https://www.facebook.com/superhubproject)

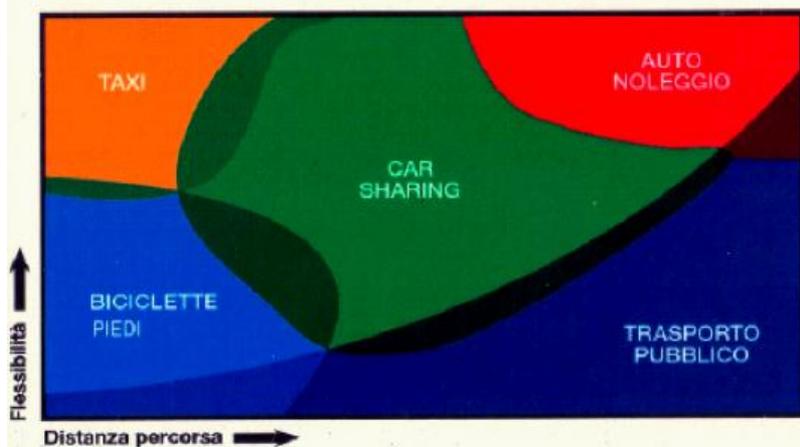
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A NEW MOBILITY CONCEPT



- the era of private cars is over; we need a better quality for our lives;
- a new EC “**Mobility Pack**” is coming.



- mobility is a right and a necessity;
- let's exploit heterogeneous and integrated transport modes!

SUPERHUB: THE PROJECT



20 partners of 6 Countries and 3 pilot cities

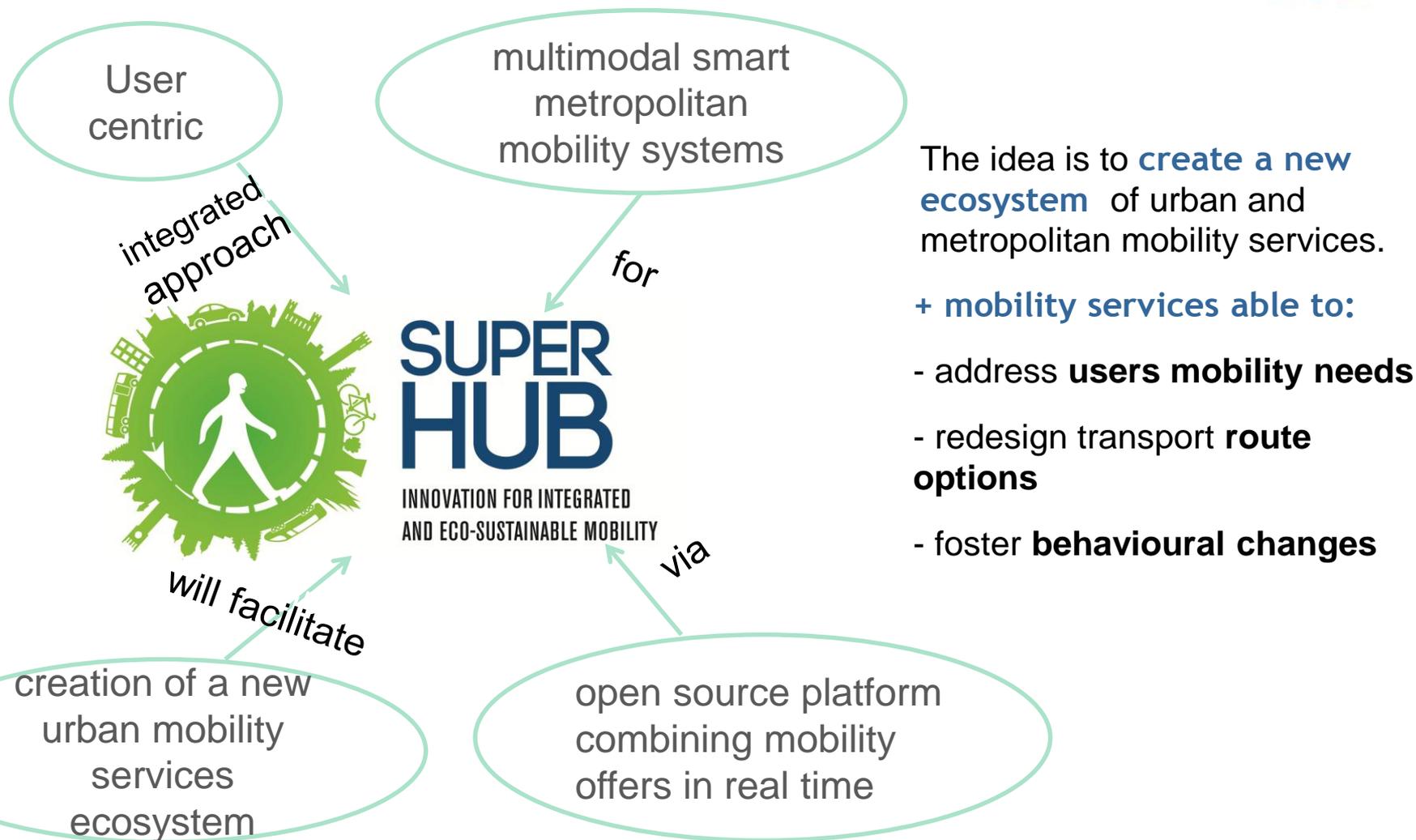
Keywords:

- smart innovation;
- people needs and wishes;
- HUB (share, integrate and cooperate);
- behaviour changes.

Main goals:

- build an open platform and App's;
- engage citizens to be part of the solution;
- provide support to urban mobility policies

SUPERHUB: THE CONCEPT



SUPERHUB: AN INNOVATIVE BUSINESS MODEL

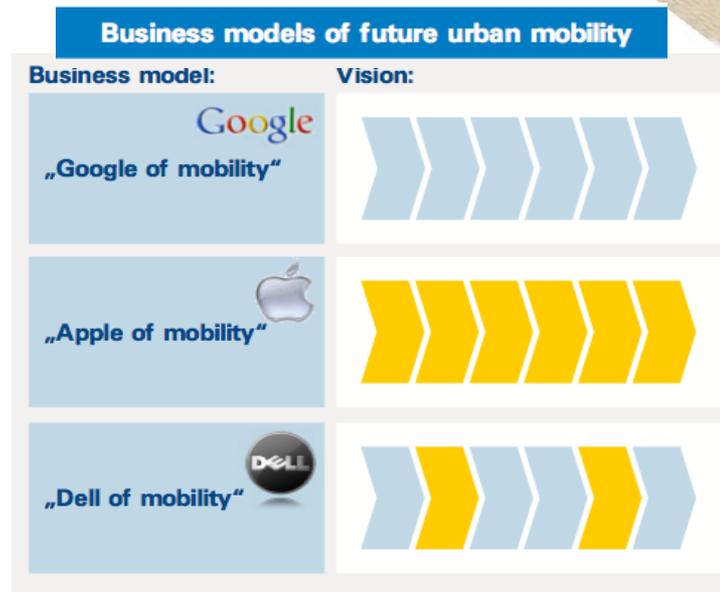


SUPERHUB will move from research to the exploitation stage, taking into account:

- multimodal and shared mobility as a driver of new forms of business in the fields of:

- transports;
- mobile technologies;
- web.

- the **opportunity to offer new technology driven products/services**



SUPERHUB: INPUT AND OUTPUT

Integrate in real-time heterogeneous mobility resources

Environmental impact data

User preferences & needs



Provide **user-tailored mobility services** presenting a number of route options to end-users: adoption of the most **'green' route options**

Provide **policy-makers** with data facilitating the planning of adequate corrective measures on public transport offer with innovative **tools using simulation for policy definition**

- SUPERHUB will foster the creation of a **sustainable ecosystem** around **urban mobility services via Open APIs**



- new sources of mobility data can be added when available



- third-parties will be able to deploy mobility-related applications

SUPERHUB: THE RESEARCH

Citizens and stakeholders are designing the App



Anu needs to go to the hospital



SUPERHUB: THE RESEARCH

Citizens and stakeholders are designing the App



The SUPERHUB multi-modal journey planner works!



SUPERHUB: THE TRIALS



1 PLATFORM

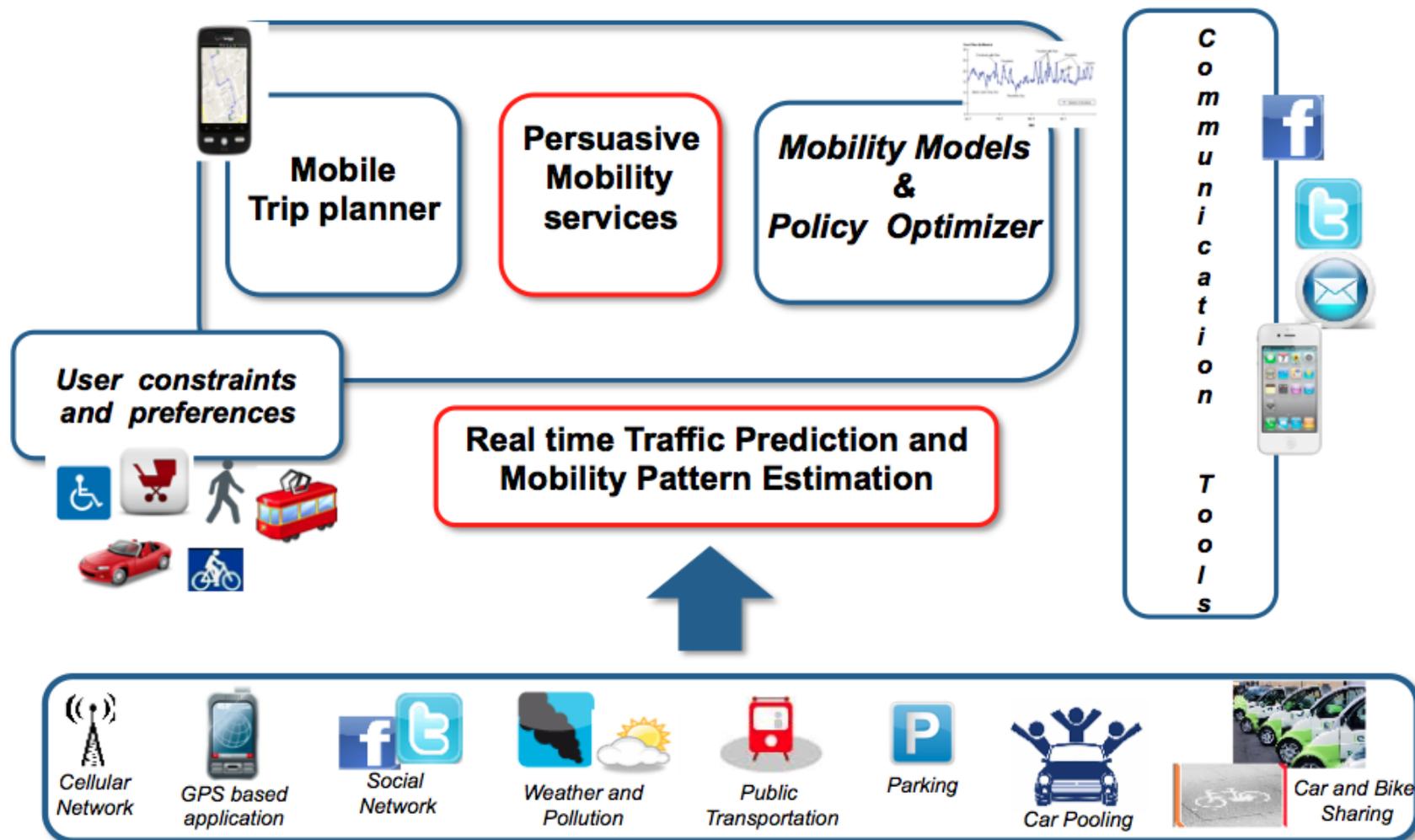
6+ added value SERVICES

3 TRIALS:

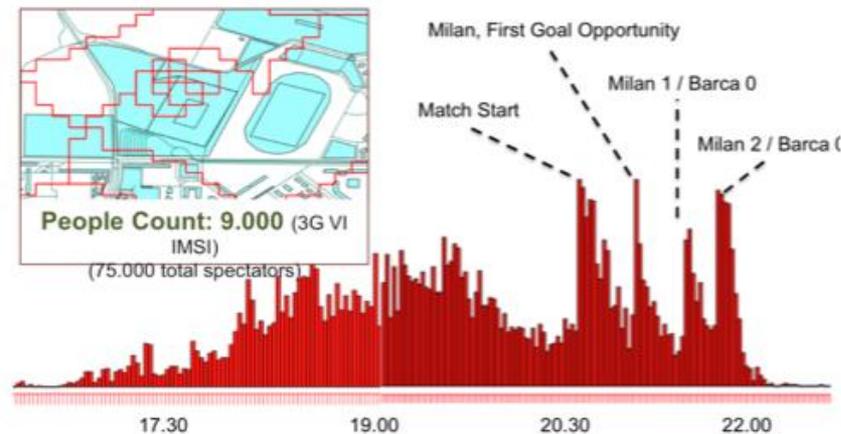
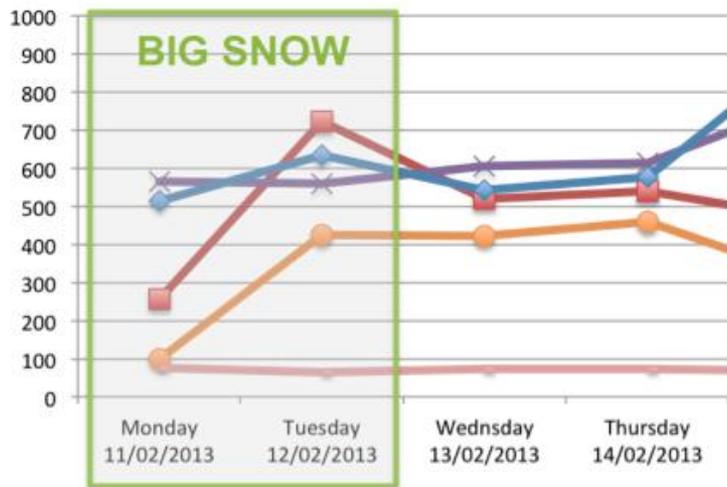
- more than **1,100 users** already involved in **Milan** during the first steps of the recruitment activity and **300 active participants in Milan** to the **2° PILOT TEST** (September 2013);

- **2,000 volunteers** will take part to the **3° PILOT TEST** (2014): they'll be "mobile sensors" of their journeys

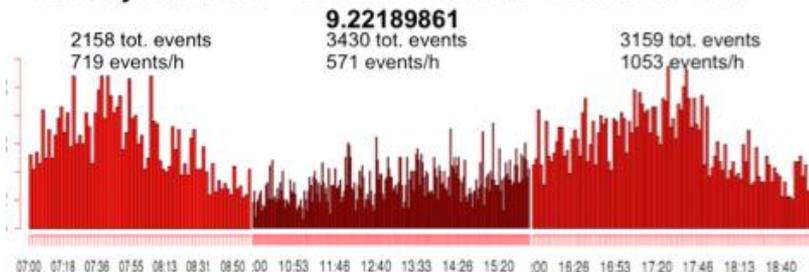
SUPERHUB: THE ARCHITECTURE



TRAFFIC PREDICTION from cellular and social nets



Users Flow on Milan Subway (MM1) – Big Snow Day
 Monday 11/02/2013 - CELLID 30693 / Lat: 45.50105708 Lon:





SUPERHUB: FIRST INTEGRATED PROTOTYPE

End-user perspective

- Features available to the end-user through a multi-lingual **Web UI** and a **Mobile App**.

SUPERHUB Sign in

Welcome to SUPERHUB!

SuperHub is an open platform for integrated, multi-modal, urban mobility that aims to support YOU in selecting and using ecologically sustainable transport options.

[Join SUPERHUB](#)

The Project

SuperHub is an EU FP7 funded integrated project which aims to provide an ecologically-sustainable, integrated multi-modal urban mobility platform.

[Find out more »](#)

Join SUPERHUB

SUPERHUB is a joint project between academia and commerce. It is a young project and we are still trying out lots of new things. If you don't expect a polished commercial experience but do want to help build a truly useful tool then please consider joining the SUPERHUB site. If you would like to join the SUPERHUB and take advantage of this opportunity to improve your urban mobility experience and build an exciting new platform, then please sign up now...

[Join SuperHub »](#)

Feedback

We aim for SUPERHUB to be an open platform. This means that we want to provide a variety of ways for you to get involved. If you are a coder then you might want to contribute to the source code (once we open up the code repository). If you are a transport provider then you might want to get in touch and find out about how your data can be made accessible to SuperHub users. You might also, but very importantly, be a traveller who just wants a really good way to manage your travel arrangements. For the moment the best way to get involved is to contact us via our feedback form and introduce yourself!

SUPERHUB Dashboard Plan Report Goals History

From To Leave

route	walk/bike	length	duration	cost	emissions	effort	satisfaction
14:15 WALK 1.2 km TRAIN 8.4 km WALK 0.0 km TRAIN 11.3 km WALK 1.7 km 17:04	3.0 km	22.6 km	1h 49min 58s	4.5 €	0 co ₂ g	1345 kJ	53 %
14:15 CAR 17.8 km 17:45	0.0 km	17.8 km	30min 6s	7.7 €	3068 co ₂ g	0 kJ	66 %
14:15 CAR 5.0 km WALK 0.1 km BUS 1.3 km WALK 0.4 km TRAIN 13.6 km WALK 1.7 km 17:04	2.2 km	22.2 km	1h 49min 58s	6.7 €	961 co ₂ g	1180 kJ	54 %
14:15 WALK 17.9 km 18:15	17.9 km	17.9 km	5h 54s	0.0 €	0 co ₂ g	5015 kJ	56 %
14:15 BIKE 16.8 km 15:00	16.8 km	16.8 km	45min 48s	0.0 €	0 co ₂ g	1297 kJ	63 %

press here to start

MY PROFILE

- logged in as dennis
- superhub preferences
- my eco goals

SUPERHUB

- journey planner
- take me home
- my trip
- disruptive events

UTILITY

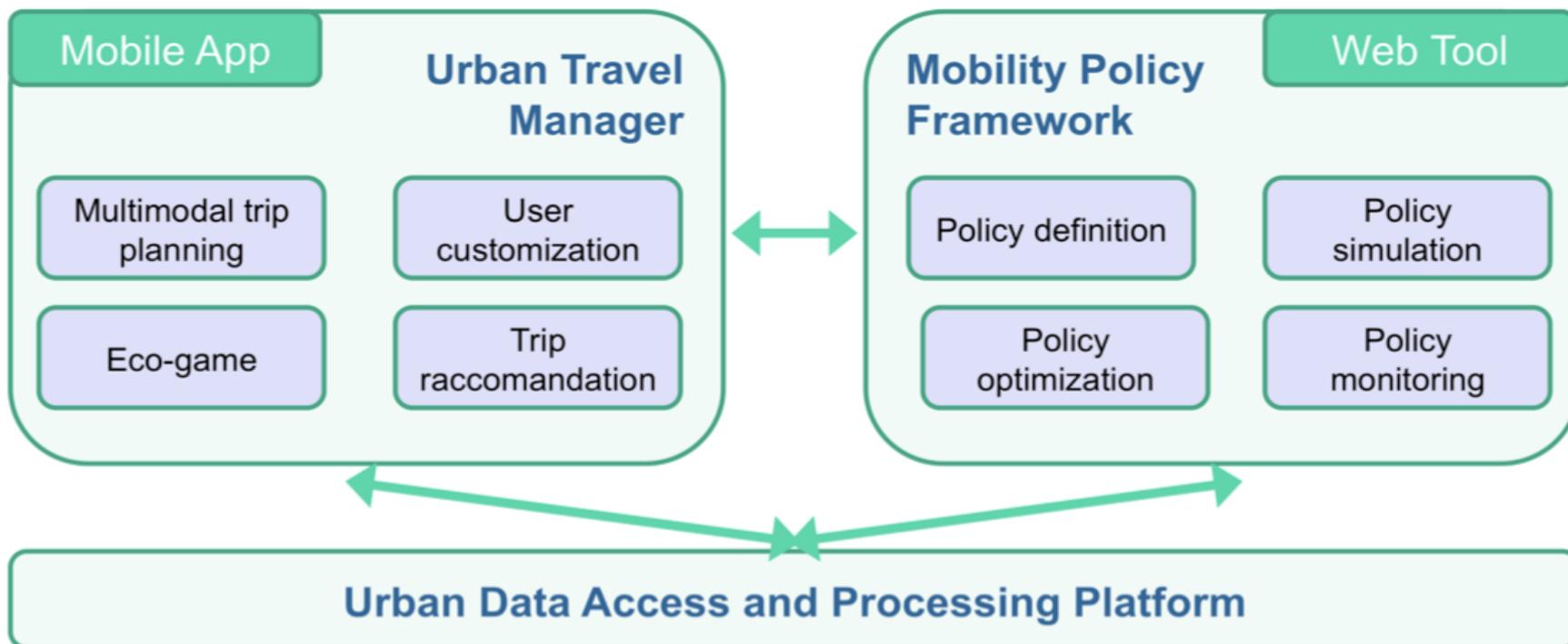
- my bookmarks
- settings
- info
- exit



dennis, welcome back !

points

SUPERHUB: AN HELP FOR MOBILITY POLICIES



SUPERHUB: NEXT STEPS

- SUPERHUB will foster the creation of a **sustainable ecosystem** around **urban mobility services via Open APIs**
- new sources of mobility data can be added when available

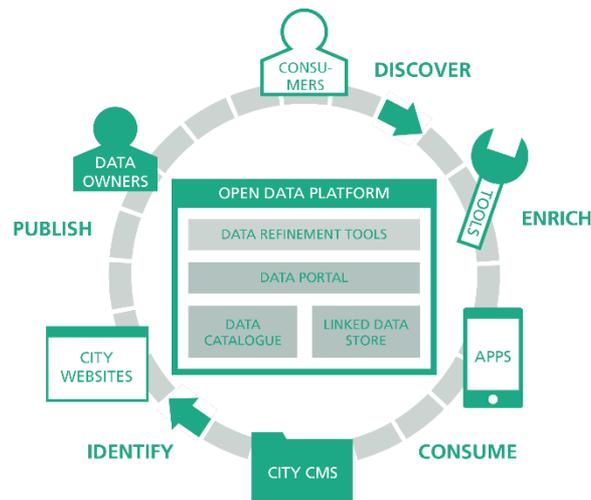


Source: <http://ccc-comail.objective.com>

- third-parties will be able to deploy mobility-related applications



SUPERHUB.ORG -> Open Mobility Data Platform



Create a new project supported facilitating Open Data and Enable interoperability of systems/services

Transport Operators,
 Transport Authorities,
 Commercial companies,
 Public Administrations,
 Foundations.



Support open data harmonization & system availability beyond project lifetime.

Support research on mobility / continuous dev.

Apps / start-ups competitions connected with Sustainability, local growth & new service creation.



Facilitate the development of new services

Segmented by target

B2B vs B2G vs G2C

Segmented by type of business

Citizen, Logistic, Tourism, Hospital



**THANK YOU FOR YOUR
ATTENTION**

<http://www.superhub-project.eu/>

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