



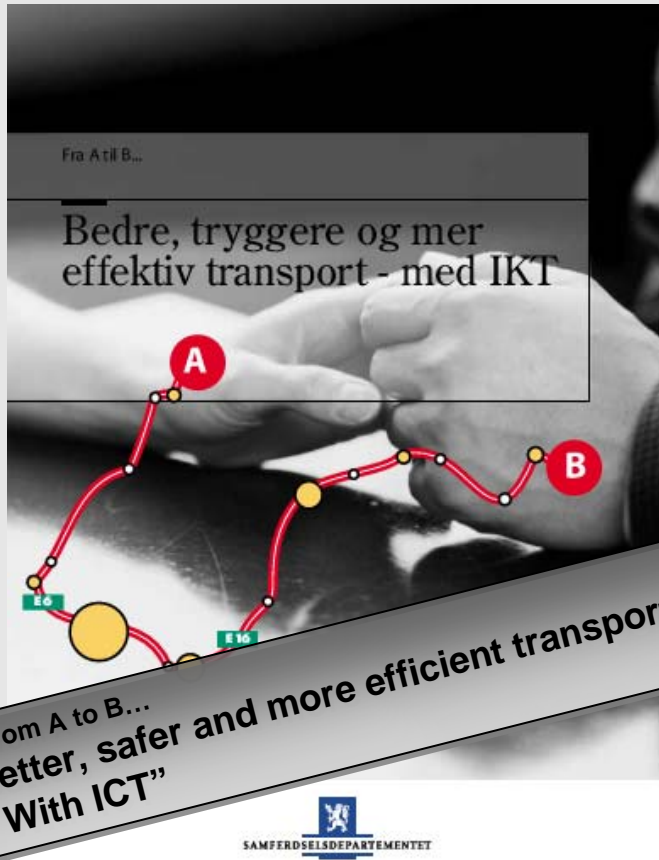
ROYAL NORWEGIAN MINISTRY  
OF TRANSPORT AND COMMUNICATIONS

## **Liv Signe Navarsete**

Minister of Transport and Communications  
Norway

**Green and Safe Transport.  
ITS can Deliver Tools Required**

# The national Strategy on ITS



"From A to B...  
Better, safer and more efficient transport  
- With ICT"

**Content**

- Transport services
- Creation of value
- Interoperability
- Application areas
- Roles and responsibilities
- Distribution of tasks
- R & D
- International aspects



## Basic prerequisites:

- ITS must include **all transport modes**
- ITS need a common, multimodal ITS framework to facilitate interoperability and **co-modality**
- ITS must be based on universal design principles and be **user friendly**
- ITS will benefit from public-private cooperation and international networks

## Basic questions:

- Can ITS deliver results?
- Can ITS reduce or postpone the need for new transport infrastructure?
- How do we achieve the smart transport solutions to meet all the challenges?



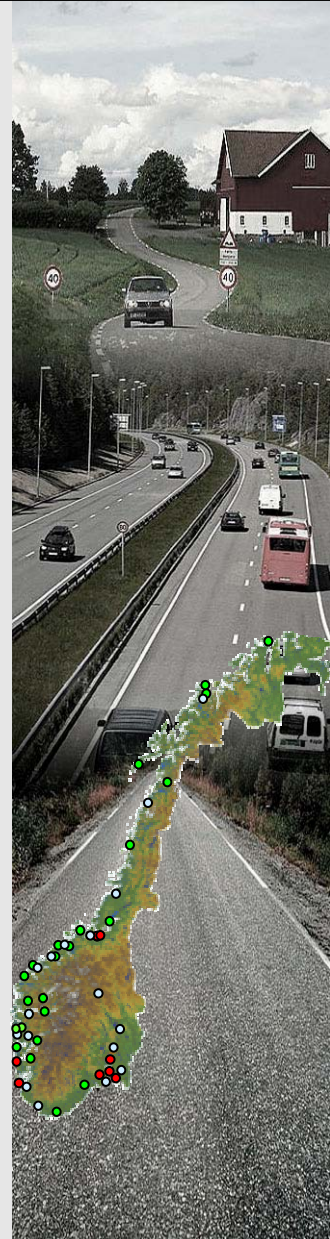
## Highlights of ITS in Norway

- A national interoperable tolling service, AutoPASS, and the new EasyGo cross-border interoperability for north Europe
- XML-Message standards for short-sea transport
- A unique multimodal ITS framework architecture for the whole transport sector
- Advanced monitoring of vessel traffic (Maritime ITS)
- A national road data base containing accurate data for ITS. Including speed limits ready for speed adaptation systems (ISA)
- eCall



## Autopass - an ITS success story

- Electronic tolling service with full interoperability
- 23 toll operators and 1,2 million daily users (Tags)
- The road authority owns and controls the specification
- User friendly and flexible services for payment
- Other services use the Autopass infrastructure
  - Measuring travel times
  - Payment on ferries
  - Park & Ride services
  - Link to public transport ticketing
- A cost-effective tool and a useful infrastructure
- **EasyGo** is the new cross-border interoperability in Scandinavia, based on Autopass



## Shortsea XML

- A Norwegian lead project financed by EU Marco Polo funds with a range of participants Europe wide
- Shortsea XML implement and promote a series of message standards in all European countries free and open to all
- It is an implementation project and results are expected in a short term.

For further information: [www.shortseaxml.org](http://www.shortseaxml.org).



## Four challenges in road safety

- Speed
- Intoxication
- Lack of seat belt usage
- Head-on and off-the-road accidents

ITS tools may contribute to further improve road safety in these areas



# Norway delivers Expertise to Long Tunnels

## Zhongnanshan Tunnel, China (2007)

The world longest twin tube tunnel: 18 km



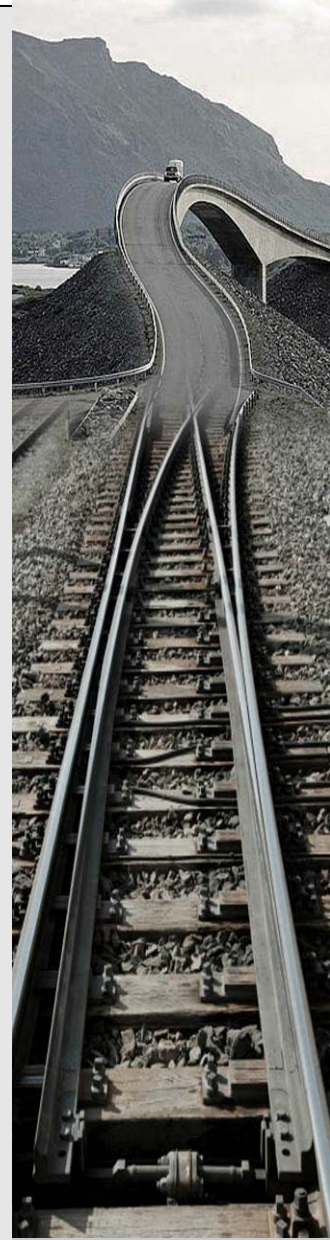
Technology and Society





## Norway wants to contribute

- Topography, long distances from markets and a challenging climate have created a modern and competent transport business
- Advanced electronic infrastructure is in place
- Research and industry are eager to enter the ITS domain
- Norway is establishing testing facilities ideal for international ITS projects



# Welcome to the Norwegian Exhibition

- The Norwegian companies and authorities present in this ITS World Congress in Beijing can be contacted in the exhibition hall, stand no. 11005.

Thank You for Your Attention !

