





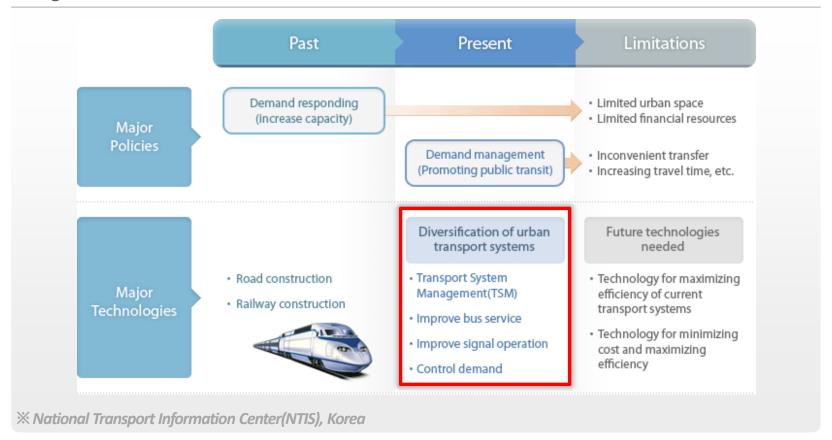
| 1 | Backgrounds |
|---|----------------|
| 2 | ITS Definition |
| 3 | ITS Services |
| 4 | Case Studies |



Backgrounds > Urbanization Needs

ITS can satisfy the demands of urban transport systems

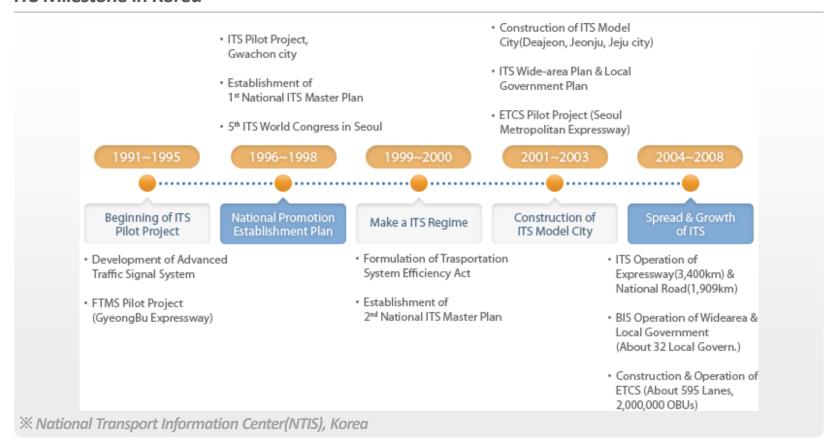
Backgrounds



Backgrounds > Milestone

Korea has developed ITS since 1991

ITS Milestone in Korea



Backgrounds > Smart City Service View

ITS service is one of the smart city public services

Smart City Service Classification(KISDI, 2010)



Public Service

Facility Management

Dangerous Substances, Water Service, Sewerage

Public Safety

Regional Safeguard, Fire Prevention, Emergency Call

Transportation

ITS, Illegal Parking, Accident Processing

Environment

Weather Info, Disaster Warning, Watching Pollution

Civil Service

Certificate Issuing, Civil Support



Enterprise Service

e-Commerce

Manufacturing Automation, Processing Control

Telecommunication/Broadcas ting

e-Book, WiBro(WiMAX), DMB

Finance/Insurance

u-Payment, e-Payment, Internet Banking

Logistics

Warehouse, RFID

Information Providing

Information Web Portal

Transportation

Traffic Info. Road Management Automation, Fare Collection



Personal Service

Housing Complex

Advanced Metering Infrastructure, Safeguard

Home

Mobile Home Control

Health/Welfare

Health Monitoring, Consulting

Education

Online Lectures

Culture/Entertainment
Events Info, Reservation

Tour

Tourism Info, Reservation, Cashless Shopping





| 1 | Backgrour | nds |
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| | | |

- 2 ITS Definition
- 3 ITS Services
- 4 Case Studies



ITS Definition > Definition

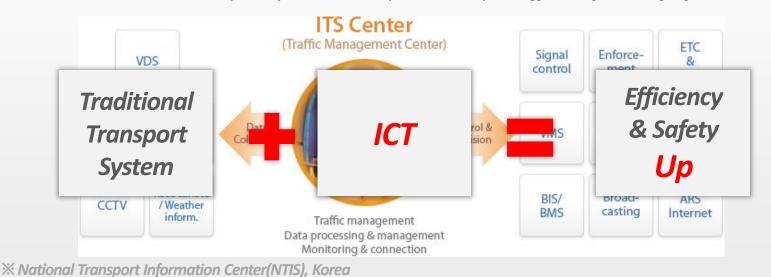
Definition and its aim

[Definition]

[Aim]

The transport system of **providing** and **utilizing** transport **information** & **service** by connecting **electromagnetic control** & **communication** to transportation system and equipment.

Systematize and **automate** the operation and management of transport system and improve transport **efficiency** and **safety.**



ITS Definition > Service Classification >> High Level

ITS has many services and can be classified by various method

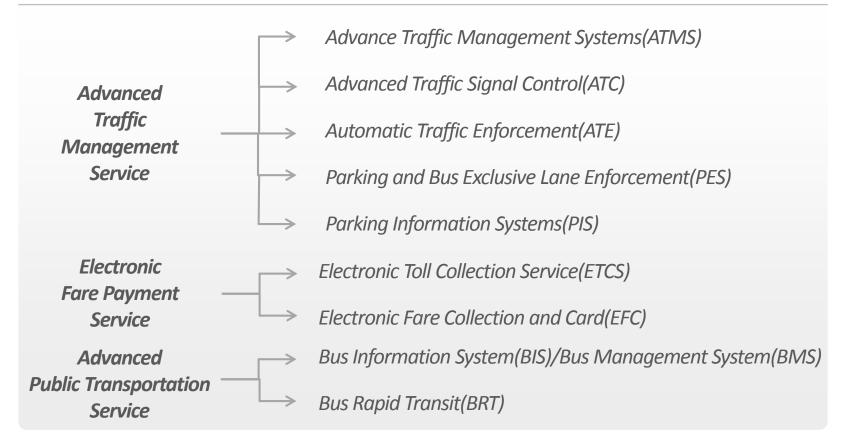
High Level Classification

Provided Services in Korea(Public Sector) ATMS Advanced Traffic Management Service Advance Traffic Management Systems(ATMS) Advanced Traffic Signal Control(ATC) Automatic Traffic Enforcement(ATE) Traffic Flow Control Public Transportation Information Public Transportation Management Parking and Bus Exclusive Lane Enforcement(PES) Automatic Traff Enforcement Service Parking Information Systems(PIS) CVO Electronic Fare Payment Service Advanced Traffic information Electronic Toll Collection Service(ETCS) Electronic Fare Collection and Card(EFC) Logistic Information Management Advanced Public Transportation Service raffic Information Management Coordination Service Hazard Material Vehicle Management Bus Information System(BIS) /Bus Management System(BMS) TIS Bus Rapid Transit(BRT) Advanced Traveler Information Service Advanced Vehicle and Highway Service **Advanced Traveler Information Service** Transport Advice on Going Anywhere(TAGO) Vehicle Traveler Additional Information Service Safety Driving Support Service Non-vehicle Traveler Additional Information Service Automatic Driving Support Service ※ National Transport Information Center(NTIS), Korea

ITS Definition > Service Classification >> System Level

ITS has many services and can be classified by various method

System Level Classification



ITS Definition > Service Selection

Focus on what will be useful to improve your transport system's efficiency and safety

Investigation and analysis



- Environment analysis
- Vision of city/community
- Priority of public policies
- Financial capacity



What will be the best service?(5-point scale)

Traffic management optimization

4.04

Promotion of traffic information distributio

3.89

Public transport management

3.85

Electronic payment processing

3.73

X KISDI, Korea(2010):

Public interest, economics, expandability and connectivity



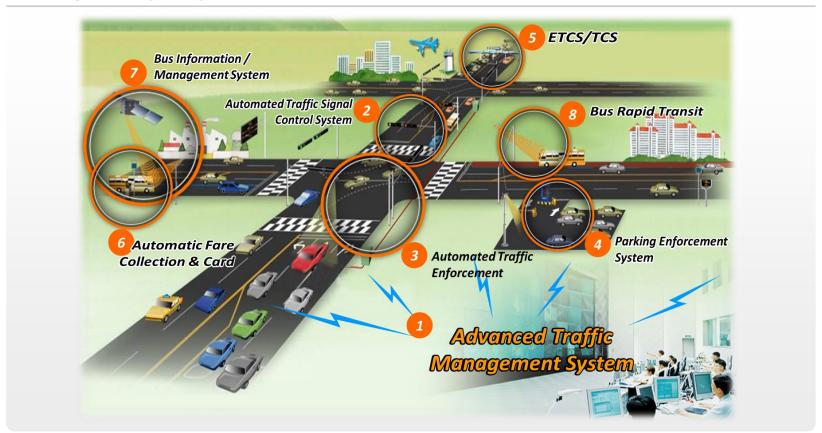
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ITS Services > Advanced Traffic Management System(ATMS)

ATMS means ATMS itself or the integration of ITS systems

The integration of ITS systems



ITS Services > Advanced Traffic Management System(ATMS)

ATMS means ATMS itself or the integration of ITS systems

Data Collection



CCTV

From police





Unmanned cameras

From users





Loop detector

VDS*

Data Processing & Monitoring

Traffic Information Management



Traffic Information Center

Information Provision / Action





Internet

VMS





Emergency management

Traffic management





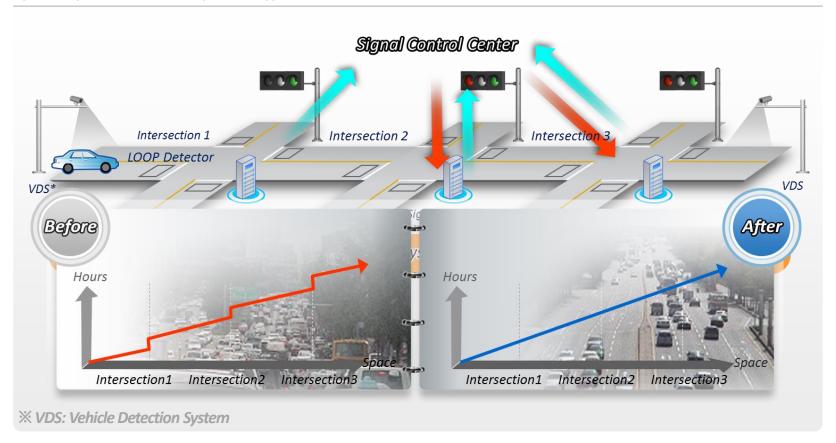
Parking availability info

Traffic signal controls

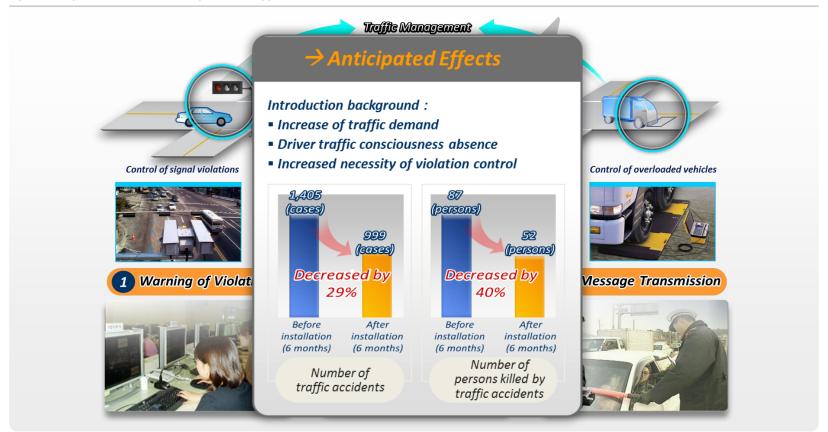


^{*} VDS: Vehicle Detection System

ITS Services > Advanced Traffic Signal Control(ATC)



ITS Services > Automatic Traffic Enforcement(ATE)



ITS Services > Parking and Bus Exclusive Lane Enforcement(PES)

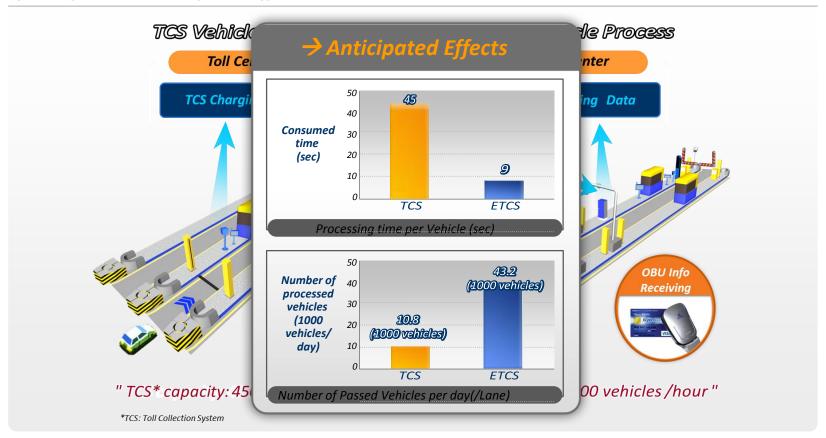
System flow and an example in Seoul



ITS Services > Parking Information System(PIS)



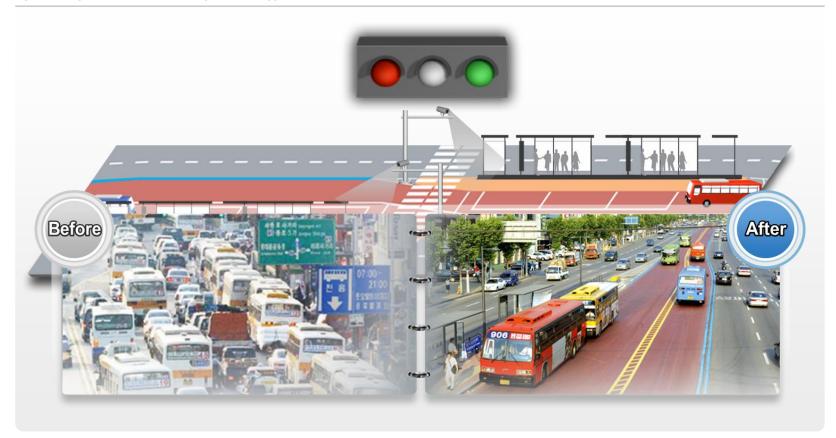
ITS Services > Electronic Toll Collection Service(ETCS)



ITS Services > Electronic Fare Collection and Card(EFC)



ITS Services > Bus Rapid Transit(BRT)



ITS Services > Automatic Incident Detector(AID)

Movie clips demonstrating AID's functions





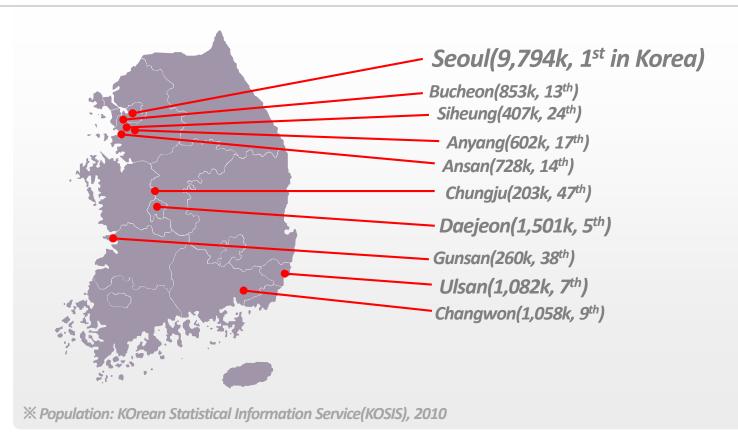
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Case Studies > Location

Geographic information



Case Studies > Wide-Area BIS Projects

Service concept & success case in Korea

| | Seoul | - GPS+Wireless Network- All route for 7,573 buses | |
|--|-----------------|--|--|
| | Siheung | - Beacon/GPS+CDMA - All route & 94 bus stops | |
| | Gunsan | - GPS+Beacon+CDMA - All route for 133 buses & 40 bus stops | |
| | Daejon-Cheongju | - GPS+DSRC & GPS+Wireless Comm. - 386 buses, 172 bus stops | |
| | Daejon | - DSRC - 967 buses & 200 bus stops | |
| | Masan-Changwon | - GPS+Wireless Network - 91 routes for 531 buses & 105 bus stops | |
| | Ulsan | - GPS+Wireless Network - 76 routes | |

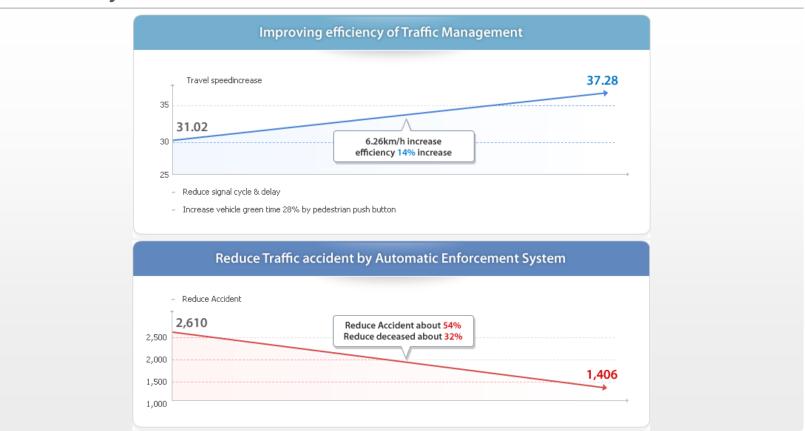
Case Studies > Ansan City

Characteristic of city and System adopted



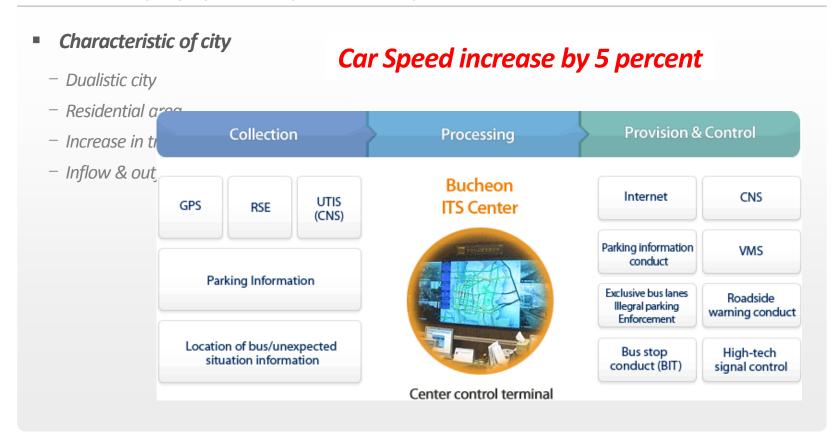
Case Studies > Ansan City >> Benefits

Detailed benefits



Case Studies > Bucheon City

Characteristic of city, system adopted and benefit



Case Studies > Chungju City

Characteristic of city, system adopted and benefits

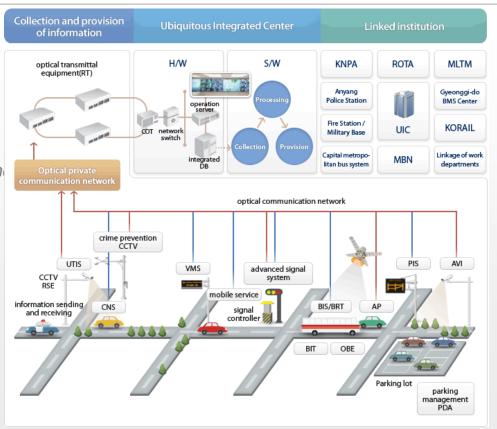


Case Studies > Anyang City

Characteristic of city and system configuration

Characteristic of city

- Dynapolis
- Connection to Seoul by Subway
- Lots of commuting cars around
- Venture valley & high-tech future in



Case Studies > Anyang City >> Benefits

Detailed benefits

The trend of using bus information

10% increase/monthly

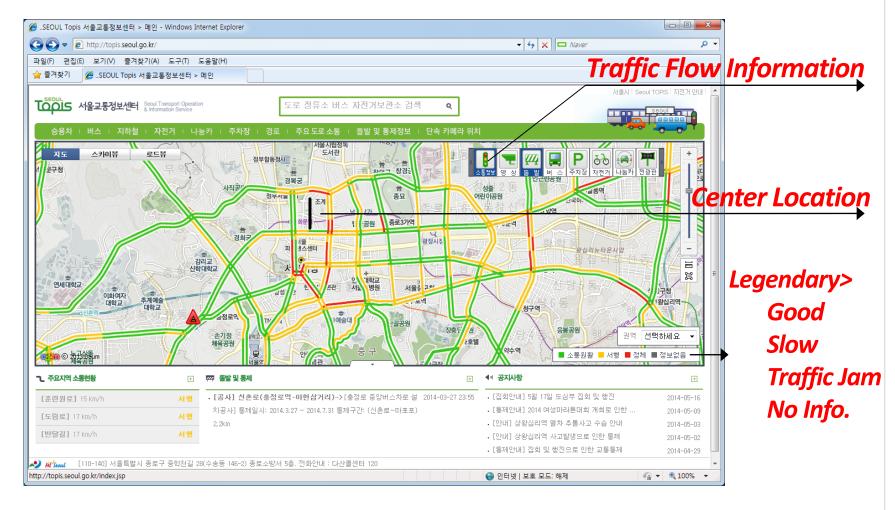


Average travel time before/after ITS

10.2% improvement



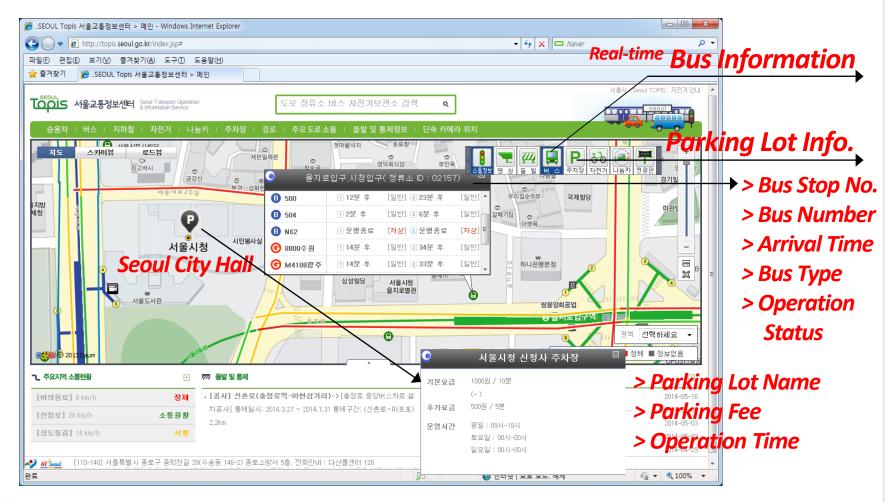
Case Studies > Seoul TOPIS >> Traffic Information



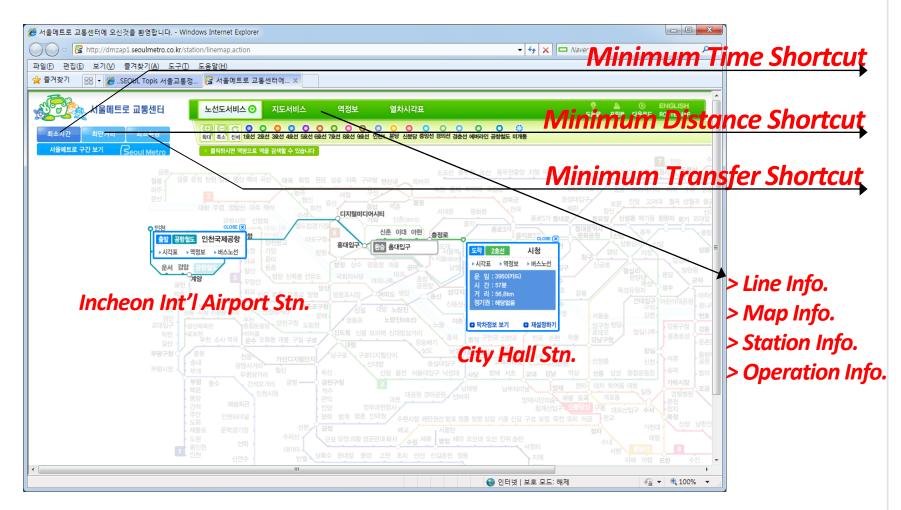
Case Studies > Seoul TOPIS >> Real-time CCTV



Case Studies > Seoul TOPIS >> BIS & PIS



Case Studies > Seoul TOPIS >> Route Advisory Service



THANK YOU





