

## Intelligent Transport Systems (ITS) industry facing new era of opportunity, as connected and autonomous vehicles reach 'tipping point'

- *22<sup>nd</sup> annual ITS World Congress closes having welcomed over 10,000 experts from 100 countries to Bordeaux, France*
- *Demonstrations on Bordeaux's open and public roads bring to life the potential for driverless vehicle technology*

**BORDEAUX, Friday 9<sup>th</sup> October 2015:** 12.000 visitors, which among them leaders from 100 countries in the intelligent transport solutions (ITS) industry have rounded off four days of discussion and demonstrations at the 22<sup>nd</sup> annual ITS World Congress in Bordeaux, France.

The Congress, run by ERTICO - ITS Europe, explored the theme of *Towards Intelligent Mobility - Better Use of Space*, and was attended by experts from the public and private sectors, as well as academics, researchers and engineers, representing all corners of the ITS industry. A wide range of issues and topics was covered, with the recurring theme and topic of debate being how to move the industry from a mind-set of design and development, to one of implementation and mass acceptance.

This 'apex tipping point' included a number of debates about how intelligent mobility will change consumers lives in the short and long term, specifically when considering the latest developments in driverless and connected vehicles, which include technical developments such as geo-location, earth observation and communications.

The event placed a spotlight on the new opportunities emerging in intelligent transportation, as shown by a host of international manufacturers. Delegates attended over 270 sessions and experienced the latest products and services from over 100 leading companies worldwide. An exhibition space of over 25,000 square meters was filled with innovative new technology from hundreds of the world's leading firms.

There were groundbreaking open road demonstrations of driverless vehicles and opportunities for visitors to get up close to the products of the future. For example, the French firm Valeo offered an insight into the future of automated driving with its unique laser and sensor technology. PSA Peugeot Citroen also presented its 'Hidden Pedestrian' research, allowing cars to warn each other of upcoming hazards. Continental, Renault, Compass, NXP, Orange and others also ran demonstrations on site.

A number of accompanying events and initiatives were planned to coincide with the Congress. The '24 Hours of Innovation Student Competition' encouraged students to team up to develop creative ITS solutions over 24 hours. An on-site hackathon also tasked academics and start-up companies with using the MOBiNET platform to develop new innovations. The Congress B2B Meeting Facility was a hive of activity, giving companies the opportunity to arrange meetings with new potential customers and business partners.

The event programme contained over 270 technical sessions, featuring 1,000 international and local speakers from the ITS industry. Guests enjoyed a glittering social calendar, with dozens of networking events and an unforgettable gala night at the stunning and historic Bordeaux Chateaux.

Hermann Meyer, the CEO of ERTICO - ITS Europe, said:

*"This year's Congress has clearly shown that there's never been a more exciting time to be in the intelligent transportation industry. Whether it be driverless cars roaming the streets of Bordeaux while 'talking' to the city's infrastructure, to news sensors in our cycles, phones or satellites, this Congress has given us an opportunity to bring together the key figures from our global industry to discuss and showcase the developments which will soon be transforming the way we work and live."*

He continues: *"We are truly at a tipping point, and I look forward to continuing the good work of this industry as it makes a transition from being focused on the design and development of ITS products and services, to one of implementation and mass acceptance."*

The Congress was hosted by TOPOS Aquitaine on behalf of the City of Bordeaux, Bordeaux Metropolis, the Gironde County Council and the Aquitaine Regional Council and with the strong support of the French Ministry of Transport, ATEC - ITS France, CEREMA and IFSTTAR.

The programme of ERTICO - ITS EUROPE and their partners focuses on initiatives to improve road safety, security and network efficiency whilst taking into account measures to reduce environmental impact. The ambition is to deliver a future transport system which is working towards zero accidents, zero delays and fully informed people, where services are affordable and seamless, the environment is protected, privacy is respected and security is provided.

For more information please go to <http://itsworldcongress.com/> or [http://ERTICO - ITS Europe.com/](http://ERTICO-ITS Europe.com/)

#### Photos, vidéos disponibles sur :

<https://www.flickr.com/photos/itscongresses/albums/72157659051250200>  
<http://canal-com.eu/les-videos-presse-du-congres-mondial-its-bordeaux-2015/>

#### About ERTICO - ITS EUROPE

*ERTICO - ITS EUROPE – ITS Europe is a multi-sector, public/private partnership pursuing the development and deployment of Intelligent Transport Systems and Services (ITS). With more than 100 shareholders, ERTICO - ITS EUROPE connects public authorities, industry players, infrastructure operators, users, national ITS associations and other organisations and works to bring "Intelligence into Mobility."*

[www.itsworldcongress.com](http://www.itsworldcongress.com) - [www.ertico.com](http://www.ertico.com)

#### About TOPOS

*TOPOS Aquitaine gathers more than fifty active members all skilled in the field of Intelligent Transport Systems, Location Based Services and Satellite-based Navigation. Our main goal is to encourage and support partnerships between enterprises, laboratories and SMEs. TOPOS has launched several ambitious R&D and Demonstration projects aimed to reinforce even further the positioning of Aquitaine among the leading European regions in the field of satellite-assisted intelligent transport systems: Your partner now & in the future, for the large scale experimentation of mobility services in real traffic and usage condition.*

[www.topos-aquitaine.org](http://www.topos-aquitaine.org)

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