



Activities in Brazil

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About Stadium

- Stadium Project (ITS for large events)
 - 4 year project, started in 2009
 - FP7 project, DG Reserach & Innovation
 - International cooperation
 - Consortium members:
 - ISIS, Italy (coordinator): www.isis.it
 - Impacts Europe, France: www.impacts.org
 - ERTICO - ITS Europe, Belgium: www.ertico.com
 - Transport for London, UK: www.tfl.gov.uk
 - ATAC – Rome Mobility Agency, Italy: www.atac.roma.it
 - NEA, Netherlands: www.nea.nl
 - THETIS, Italy: thetis.it
 - Mizar Automazione, Italy: www.miz.it
 - Pluservice, Italy: www.pluservice.net/en/
 - Polis, Belgium: www.polisnetwork.eu
 - Technische Universität Berlin, Germany: www.tu-berlin.de
 - MultiMedia InnoVation, South Africa: www.mmiv.co.za
 - SAHA, South Africa: www.sahainternational.com
 - CSIR, South Africa: www.csir.co.za
 - SIAM, India: www.siamindia.com
 - Ashok Leyland, India: www.ashokleyland.com
- } South Africa
- } India



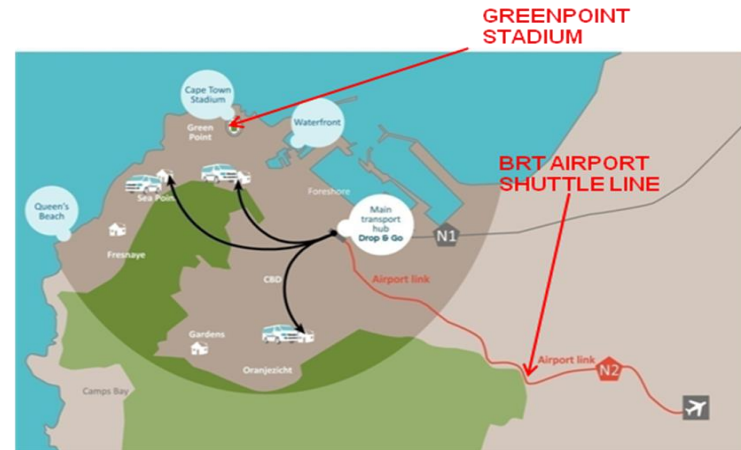


Example



Cape Town demonstrator for FIFA World Cup 2010

- During the event: to manage the **Last Mile** service for passenger transport in Cape Town city centre
- After the event, the system continues to be used to manage new flexible services



Your **lastMile** service

We'll transport your group to:
Functions · Business Events · Funerals
School Outings · Sport Groups
Parties/Pubs (Late Night)

Phone the Call Centre with your address, destination, time of pick up and contact number. Same day request or up to one month in advance.

*Wherever, whenever
We'll get you there & back*

021 447 8404





Cape Town demo: the ITS solution



- Stadium partners supply the control centre and on-board equipment of the vehicles
- Stadium partners supply software and training for the DRT application
- Peninsula Holdings operates the call centre and advertise the service to the public





Cape Town demo: the ITS solution



- **Tracking and monitoring of the vehicles:**
 - The web based AVM Control Centre is already in place
 - It allows the localization of vehicles of Peninsula in real time as well as historical reports and other features for the contact centre operator
 - Automatically allocate a vehicle to pick up a passenger

The screenshot displays the ITS software interface. On the left, a table lists 6 vehicles with columns for Nr., State, Id, A., M., Line, Employee, and Last update. The 'Vehicles' section shows 6 vehicles with various states (orange, green, grey). Below this is a 'Vehide activities' table with columns: Line, Dep., Arr., Emp., Prov.Emp., Prov.Vehicle, Shift, and V. Below that is a 'Bus stops activities' table with columns: Nr., Point, Pickup/dropoff point, Passes, Cap, and Note. On the right, a map of Cape Town shows the location of a vehicle (indicated by a green pin) near the Terminal Railway station. The map includes labels for various streets and landmarks like Cape Town City Centre and Terminal Railway.







Feasibility Study for the introduction of ITS in Curitiba



- Curitiba is an important cultural, political and economic centre in the country and in Latin America
- Curitiba is famous for its BRT system
- In 2010 Curitiba was awarded the Globe Sustainable City Award
- One of the host cities for FIFA 2014





Feasibility Study for the introduction of ITS in Curitiba

The work is done by:

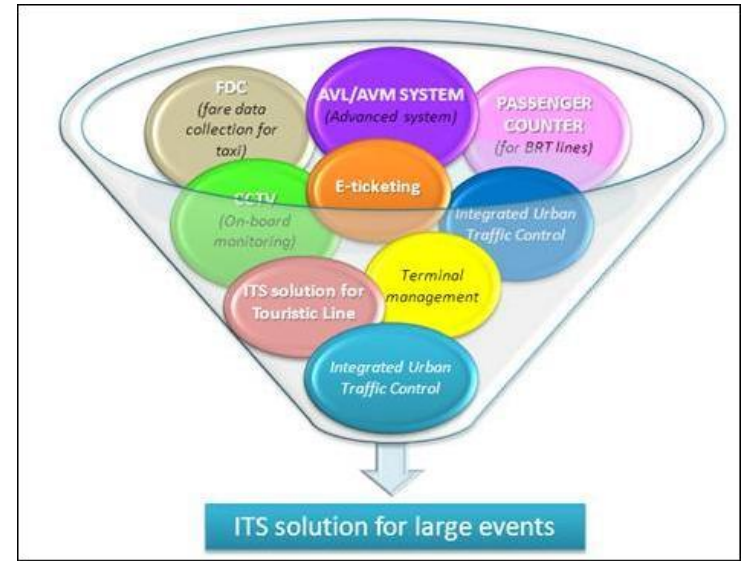


- **RSM (Roma Mobility Agency)** is the task leader and handles the communication with the Brazilian stakeholders, besides assisting in the analysis of requirements after its wide experience in the organization of mobility during large events in Rome and the experience in the Beijing Olympics ITS and in Delhi within the Stadium demonstration.
- **PluService** supports the communication with the Brazilian stakeholders, providing an analysis and plan for the potential integration of dedicated flexible services to support and reinforce the use of existing BRT system during the games. PluService provides consultancy also on other ITS issues such as integrated e-ticketing, technologies for the implementation of destination travel plans, multimodal traveller information services;
- Thetis contributes to analysis and feasibility study related to multimodal journey planning, bus management, passenger information etc.



Proposed ITS Solutions

- FCD data collection (taxi fleet)
- Advanced AVL/AVM
- Passenger counter for BRT lines
- CCTV on-board monitoring
- E-Ticketing
- ITS solution for touristic line
- Integrated urban traffic control
- Terminal management
- Info-mobility





Example: Passenger counter for BRT lines

- Installed at bus stop or in bus (cheaper at bus stop)



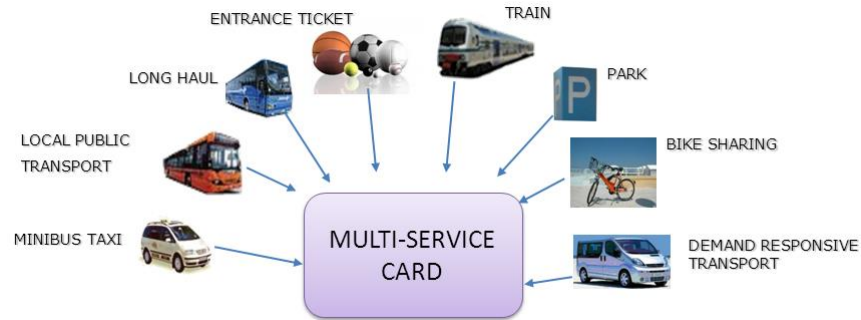
Example:
where the passenger counter can be installed

Name	description	Forecast Quantity
OCC server room		
AVM update software	updated version of the existing sw software, to provide information to the operator on passenger counter at each BRT bus stop tube	1
CCTV software	provide images at the tube	1
in the bus stop		
passenger counters	hardware	3/5 for every tube
tube computer	hardware	1 for every
pole for equipment installation	hardware	1 for every
CCTV camera	hardware	1 for every
a display	hardware, provides information to the driver approaching the bus stop	1 for every
a bus stop display for the passenger	hardware, to provide information on next arrivals and level of occupation	1 for every

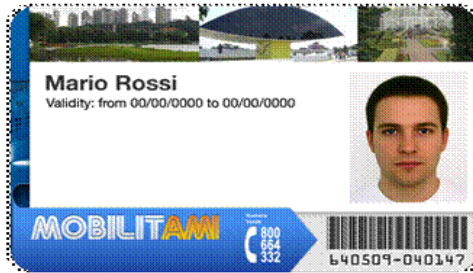
E-ticketing: Integrated Ticket

Use one single ticket to access various services:

- ✓Urban public transport;
- ✓Taxi;
- ✓Bike sharing
- ✓Train
- ✓Long haul bus



Integrated with Game Ticket





Thank you!

More info:

www.stadium-project.eu

www.its-for-large-events.eu





Lessons Learnt: Challenges in selling ITS in Brazil



- Data access;
 - Data owners (private & public organisations) are not willing to exchange data;
 - Many companies consider delivering data to be risky, since it might reveal their vulnerabilities and weaknesses;
 - Going towards more open access to data, but it is a very slow process;





Lessons Learnt: Challenges in selling ITS in Brazil



- Import tax;
 - Import tax regulation relating to IT is complex and makes it difficult to understand and predict how the tax level is rated on a given product.
- Standardisation;
 - Few official standards in Brazil;
 - Interfaces and protocols are primarily dominated by proprietary industry interfaces from the choose suppliers
 - Competition between European and US standards are also leading to some fragmentation of implemented interfaces and protocols





Lessons Learnt: Ways of doing business in Brazil



- Ways of doing business;
 - Differences in the culture;
 - Holidays in Brazil are rather long, seldom overlap with European holidays;
 - The need for strong local presence in order to understand the political environment;
 - More face to face meetings required;





Thank you!

MORE INFO: WWW.ERTICO.COM

