

Two minutes presentation, January 2014
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Imagine all the people and all the stuff moving around in a city.

Billions of citizens and thousands of cities suffer from traffic distress every day.

Congestion and hopeless attempts to meet peak-hour demand.

At the same time: an enormous overcapacity in infrastructure and underutilized vehicles.

For the first time in history

all-embracing crowd-sourcing and

Individualized and reliable real-time information to customers in transportation are perfectly possible to reach.

It opens totally new options for the suppliers of roads, streets and public transport to cooperate and to offer a much better, cheaper and sustainable service.

The suppliers should be forced to realize their dormant potential to inform and change prices due to impending congestions and policy aims such as sustainability.

This information and price adjustments can be delivered in real-time and even proactively.

Information of this kind will also be a big enticement to independent developers.

An open digital platform in urban transport will play a key role in every Smart Sustainable City.

Call it I²PSUT Integrated Information and Payment System in Urban Transport.

Imagine all the people and all the stuff – the new way they are moving, or not moving, around in the smart sustainable city!