Social Network Enabled Multimodal Planner (AVATAR)

Samson Tsegay
SWARCO MIZAR S.p.A.
## Overview

| Where does the AVATAR concept come from? | • Issues  
• Enablers  
• Challenges |
|----------------------------------------|------------------|
| Why is this important?                 | • Relevance of the solution  
respect to European Commission  
research objectives and traveller  
needs |
| AVATAR: as a solution                  | • Description of the solution  
• What is innovative? |
| Considerations                         | • Final considerations  
• Acknowledgment |
AVATAR: where does this concept come from?

Urban Mobility issues

- Urban mobility accounts for 40% of all CO2 emission of road transport \(^1\)
- Congestion in the EU is often located in and around urban areas and costs nearly 100 billion Euro, or 1% of the EU's GDP, annually \(^1\)

\(^1\) Ref. EU Commission, «Clear Transport, Urban Transport», May 2013

- Nowadays travel assistance is mostly limited to “pre-trip planning”
- Lack of modal integration in travel assistance to the user
- No feedback for traveller behaviours
AVATAR: where does this concept come from?

Organisational and technical issues

- Public, private entities and research institute act as independent domains
- Vertical implementation of applications and technology islands
  - Delivery of unreliable information
  - Duplication and weakness of technical solutions
- The use of different protocols/standards
- Existing systems are not ready to include future internet aspects
  - Social networking
  - Cloud computing
AVATAR: where does this concept come from?

Enablers:
- Capillary diffusion of personal devices
- Availability of contents (Big data)
- Increased digital literacy and use of App

Challenges:
- Enhancing mobility & reducing congestion, accidents and pollution - common challenges to all major cities
- Travel assistance shall include pre-trip, on-trip assistance & post-trip evaluation
- Multimodal integration
- European-wide extension
- Social network for improved mobility and best practice sharing
Why is this important?

**European Commission Research programmes incentivise:**
- Innovation on Traveller Assistance for improving “green” mobility
- Internet of things and crowd sourcing for improving quality of life
- Europe wide service platform
- Horizon2020

**Traveller needs:**
- Moving at ease around the world
- New trends in travel assistance: “push” automatically needed travel information instead of “pull” travel information
What is Avatar?

- Avatar is a prime ideal of one self
- It resides in a virtual world
- Your Avatar Mirrors the system & follow you everywhere

- Mobility recommendation
- Puts you in a loop to be service consumer but also as data provider (for improving quality of service)
- Share info with crowd – Neighbouring Avatars
AVATAR & the B2B

Avatar reflects the recommendation provided by TMC

- Advanced Integrated Platform for mobility management is needed:
  - Integrate all existing systems & modes
  - Provide Traffic monitoring, management and control
  - Provide real-time traffic information and forecasts

E.g. Open platform designed to functionally integrate and to offer easy access to a wide range of ITS applications through a common interface

ITS in your pocket
Preven solutions driving user services

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AVATAR: the solution it provides

- Provide a multimodal real-time route recommendations
- Follow you everywhere with mobility travel recommendations
- Integrate environmental footprint costs on post planned journey
- Enrich your travel experience with post trip cost/benefit analysis
  (comparison of travel behaviors of a real end-user and a virtual traveler (Avatar - end user))
AVATAR: Shared Info…

Information shared through Social Network enabled Planner

- Free parking spaces and occupancies
- Price
- Bus regularities
- Abnormal traffic situation
- First-hand information - experience about the quality of services
AVATAR: what is innovative?

Travel assistance powered by Social Network
- Sharing of end user-best practices through the “Get together” capability

Integration between TMC and Social networked data enables:
- TMC to become bidirectional entity
- Improved traffic status, events & convey reliable info
- Improved strategies and control at network level
- It helps transport operator to set up a rank for those who behave good
  (participate positively to emission reduction, fuel consumption and PT usage etc.)
AVATAR: what is innovative?

What if analysis supported by simulation and prediction algorithms improves end user travel choice and behavior

- at the end of each day profiles of benefits achieved for each trip made (CO2 emission reduction, fuel consumption, costs related to the trip & premium achieved)

Self-learning capability (future)
- the use of advanced algorithms for developing artificial intelligence
Considerations

Innovative solutions such as the Social network enabled multimodal planner works only, if there is an innovative and flexible integrated TMC.

Acknowledgment
- TEAM project  http://www.collaborative-team.eu/
- MOBINET project  http://www.mobinet.eu/
Thank you for your attention!

Samson Tsegay  samson.tsegay@swarco.com  
Roberta Marino  roberta.marino@swarco.com  
SWARCO MIZAR S.p.A.  
Via Nizza 262/57  
Torino  ITALY  

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