

Transport Challenges with ICT Advancement

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Making Transport Productive & Enjoyable...?

A hand is shown holding a white puzzle piece. The puzzle piece has the letters 'ICT' in blue. The background is a composite image showing a modern city with skyscrapers and a transit station with a train. The puzzle piece is being placed into a larger puzzle that represents the integration of technology into transport.

ICT

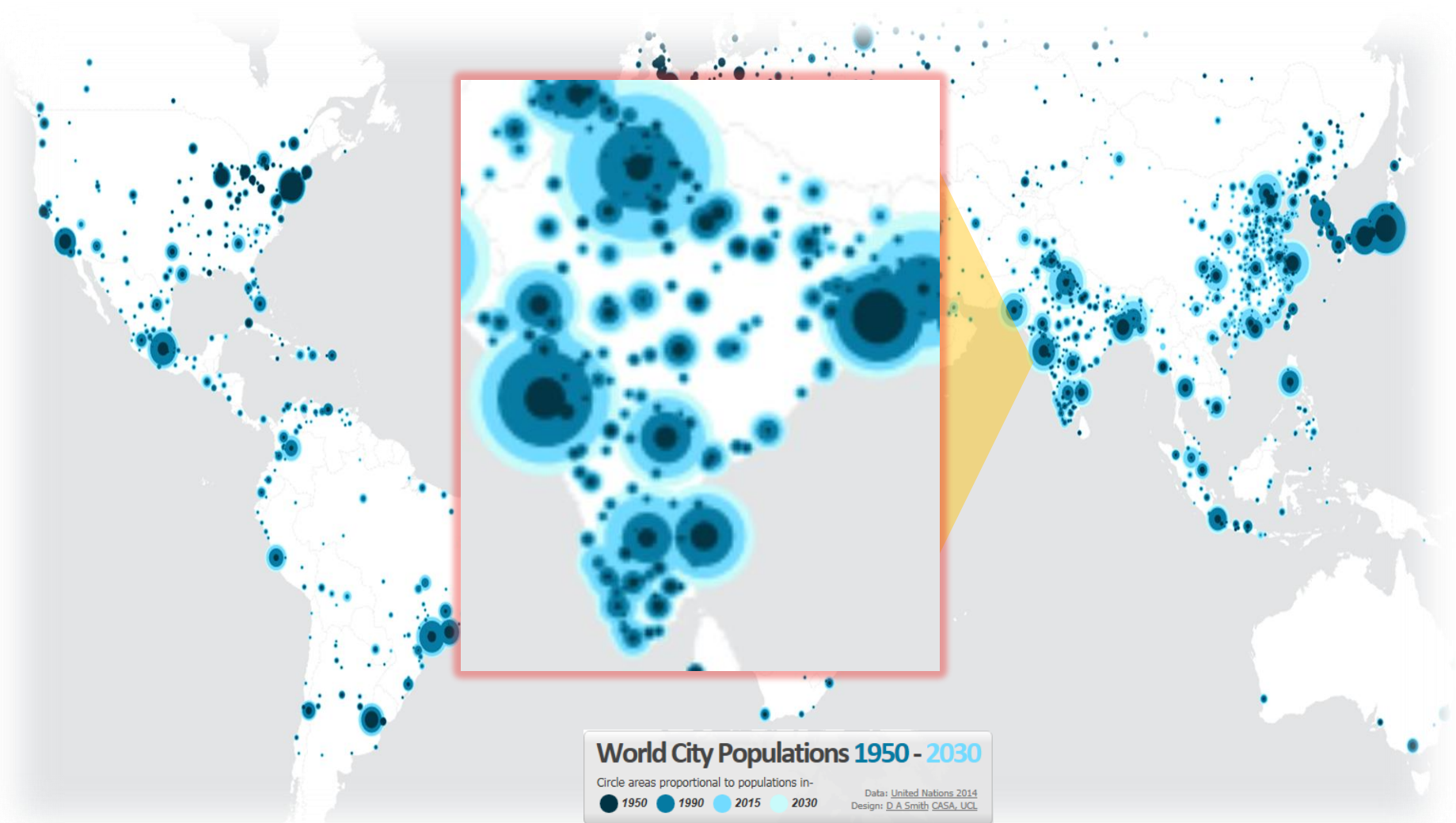
Information & Communications
Technology



***Urbanization & Motorization
in Developing Countries***



Growth in Urban Population



Mode Transition and Traffic



Bikes



Motorcycles



Cars ?

Keys to Solution



Transit-Oriented Policy

Information Communication Technology

Green Transport

ICT Changes...



Image Source: <http://biz.newdaily.co.kr/news/article.html?no=10065007>

Silence...



Image Source: <http://www.djtp.or.kr/newsletter/20150706/ENTRY%20GUIDE/Left/left07.html>



Public Transport Reform in Seoul

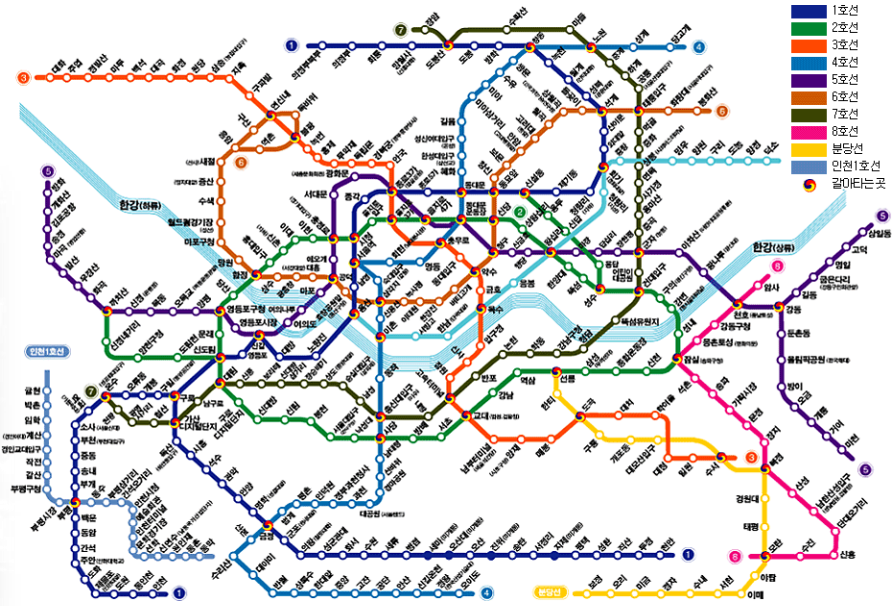


BRT (Bus Rapid Transit)



Public Transport and ICT

Bus Information System



Public transport Smart card system



Screen Door



Smart Cards and Apps



Apps



Smart Cards

Productive & Enjoyable ...



Smart ITS with ITS

Smart ITS with ICT

Big Data



Source : US DOT

Transport Strategy

Simpler, Cheaper, and Easier

Mobility Integration

Do you know that I can manage all my travelling with my smartphone?

“Mobility as a service” is easy-to-use and affordable mobility



MULTIPLE OPTIONS

USER FRIENDLY & SEAMLESS

ON-LINE SERVICES FOR YOU

Manage all travelling in a hand

Sharing Mobility Systems by EV & PBS



MaaS: Mobility as a Service

One Seamless App

Multimodal trip planning. Discounted monthly bill.
Customer-centered. Pay like Clipper.



Reduce Personal Car Use Prompting Public Transport Use



JIMOH : Jeju Integrated Mobility on Hand



Jeju Island



Population of 650,000

Land Area of 1,849 km²



Jeju Island

'Carbon Free Island'

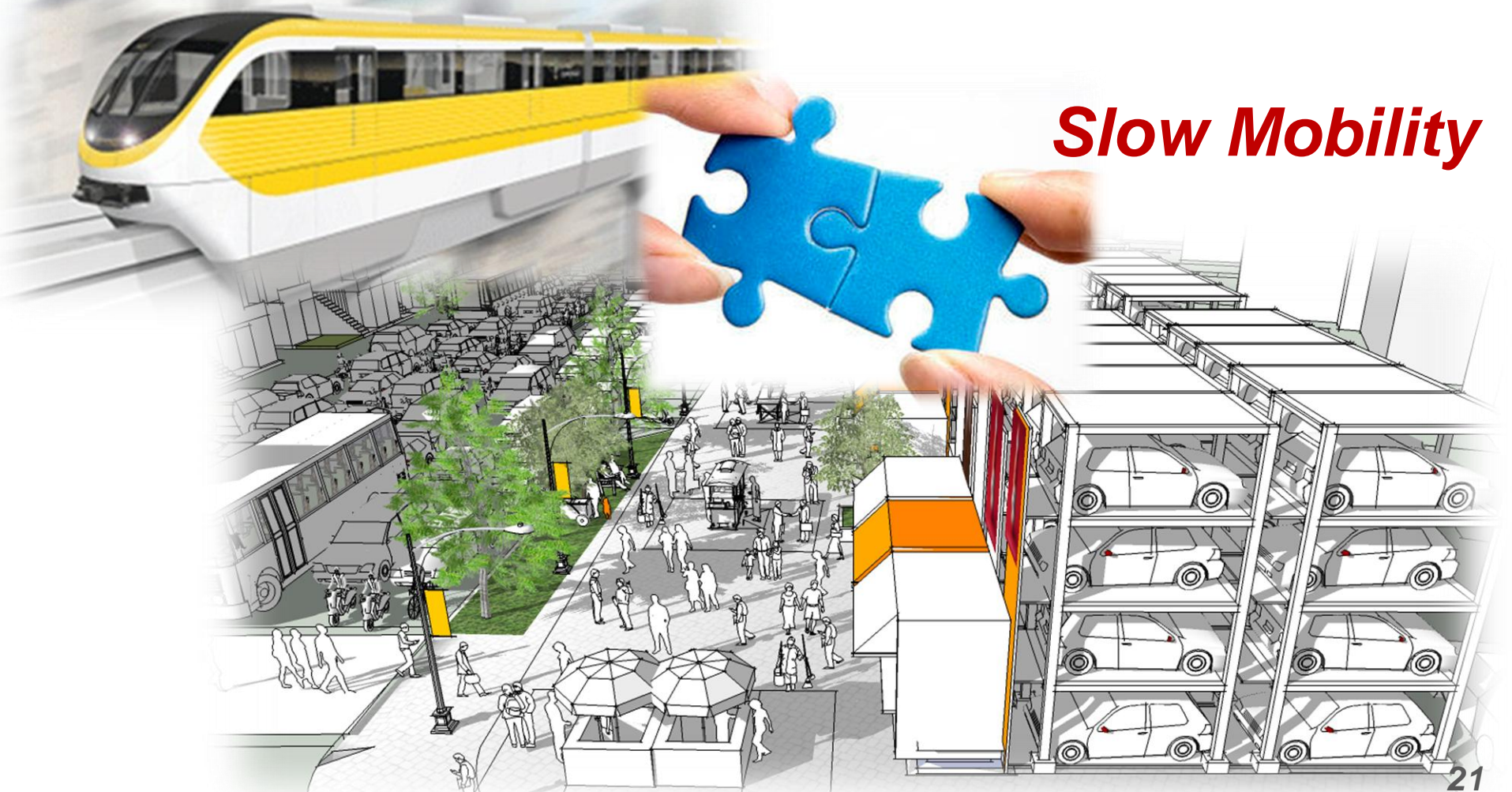
JU 제주레저신문

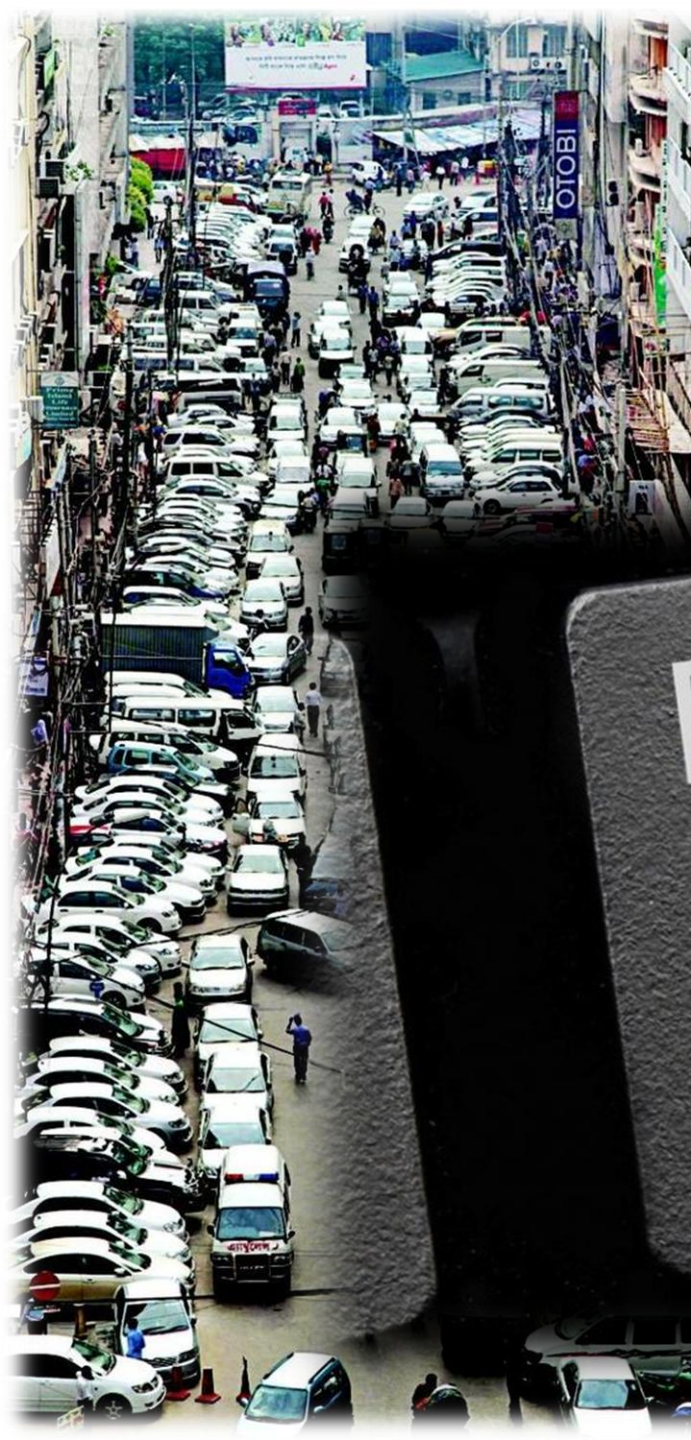


Slow City Transport System

Fast Mobility

Slow Mobility

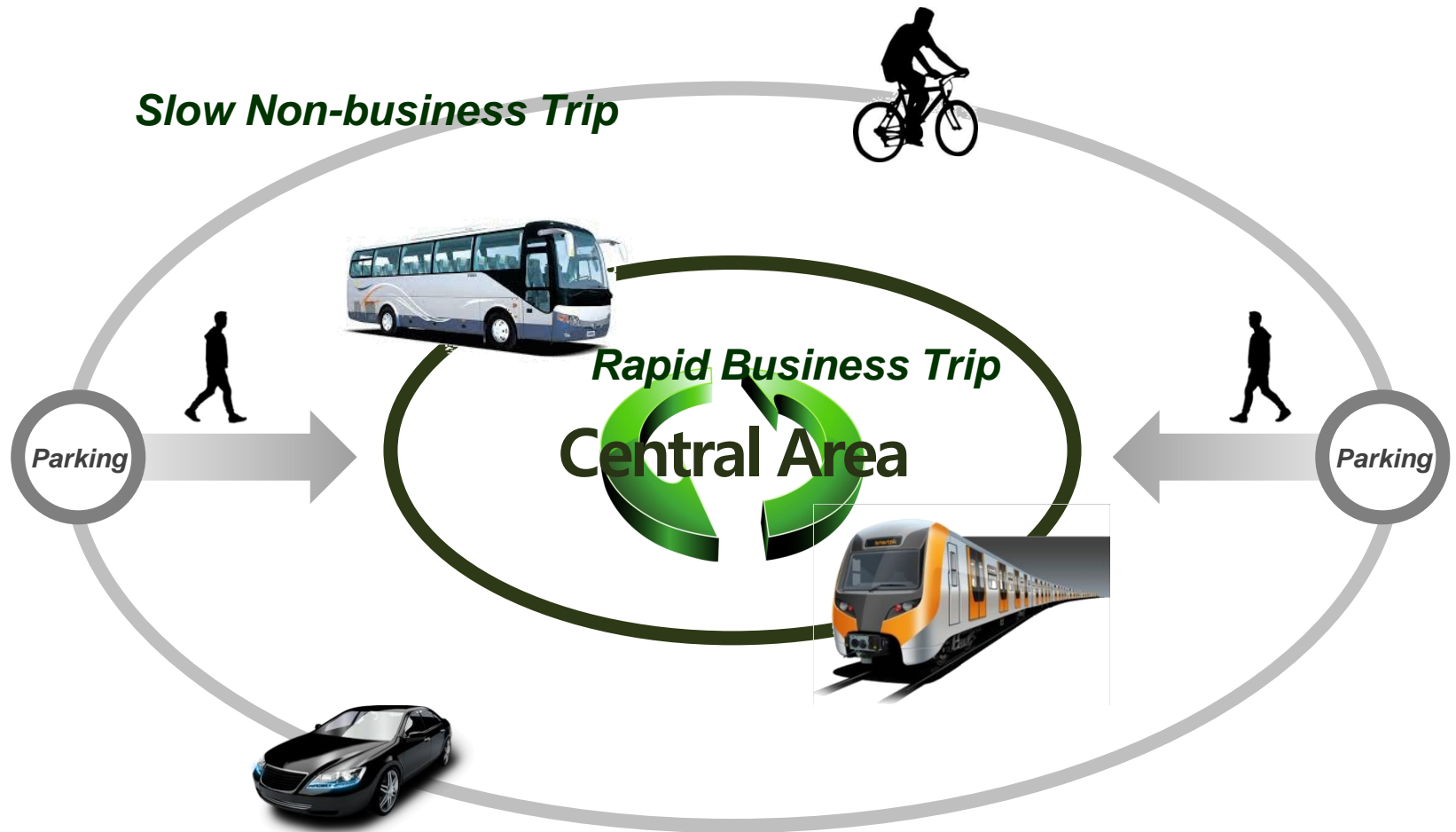




Paradigm shift

A white arrow pointing upwards, centered on a dark grey, textured rectangular background. The arrow is simple and bold, symbolizing a change or a shift in direction.

Slow but smoothly Flowing and Safe Road



Speed Limit of 30km/h



Mobility Integration Services







Thank you

