

Traffic Control, Communications Systems and
Traveller Information for Public Transport and
Freight Logistics Conference

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SEEDA ITS Project – An Overview

Rob McDonald

Peter Brett Associates LLP



Background

- Clear Winner in a SEEDA call for Innovative ITS projects at the end of 2006
- £1.8m, 50% SEEDA / 50% Project Partners
- Led by PBA with RBC as project host, TRG as evaluators and with strong private sector partners.
- This conference marks the substantial completion of the project.
- Project reporting, papers etc to follow.

Project Goals

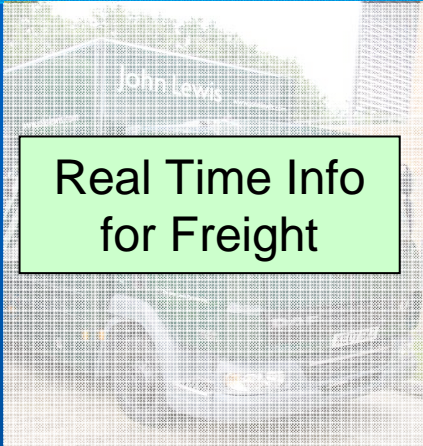
- **Demonstrate the benefits of the application of the latest communications technology to existing local authority services.**
- **Demonstrate the potential for enhanced communications to enable the provision of new services to better manage the network and encourage the sustainable movement of goods and people.**
- **To take steps forward in the provision of seamless traveller services.**

A Vision of Seamless Travel

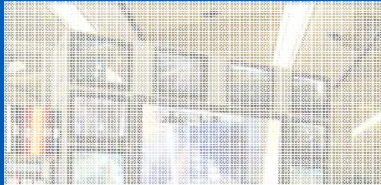
- Multimodal
- Journey Planning
- Navigation
- Live updates
- Secure Payment



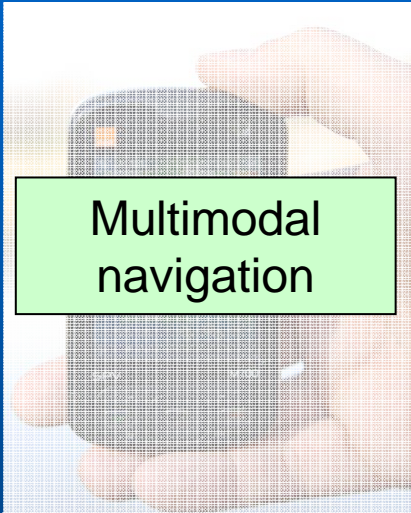
Project Summary



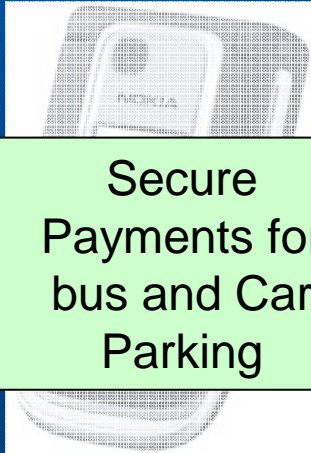
Real Time Info
for Freight



Reading Urban
Traffic
Management &
Control Centre

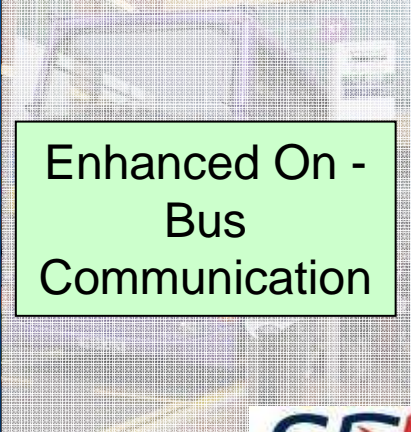


Multimodal
navigation



Secure
Payments for
bus and Car
Parking

Communications
platform
WiMAX / 3G / Wifi



Enhanced On -
Bus
Communication



Further information

- **Submit questions to:**
 - Rob McDonald (rmcdonald@pba.co.uk)
- **Internet address for project:**
 - www.readingseedaproject.co.uk