

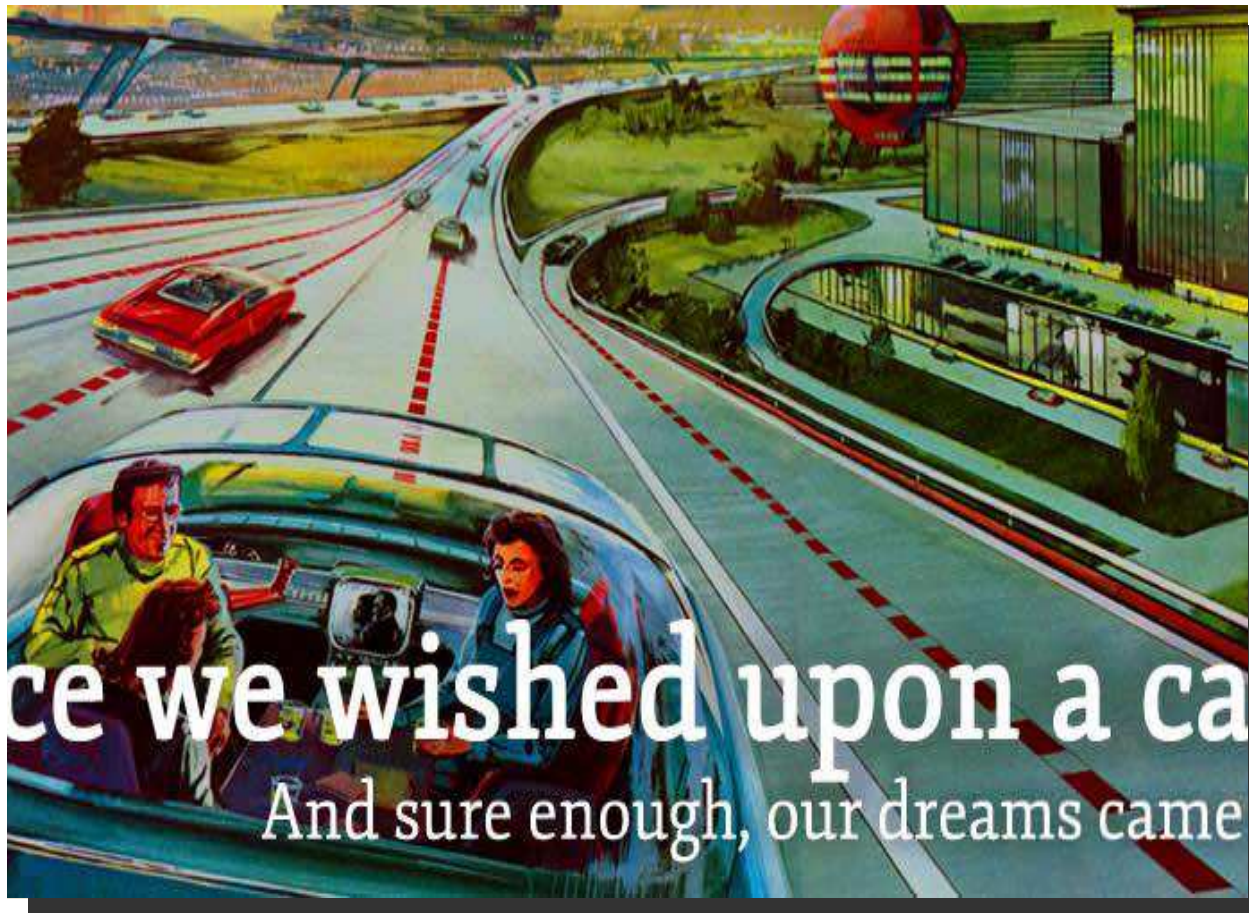


# Smart Transport

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# Smart Transport: The Future is Now

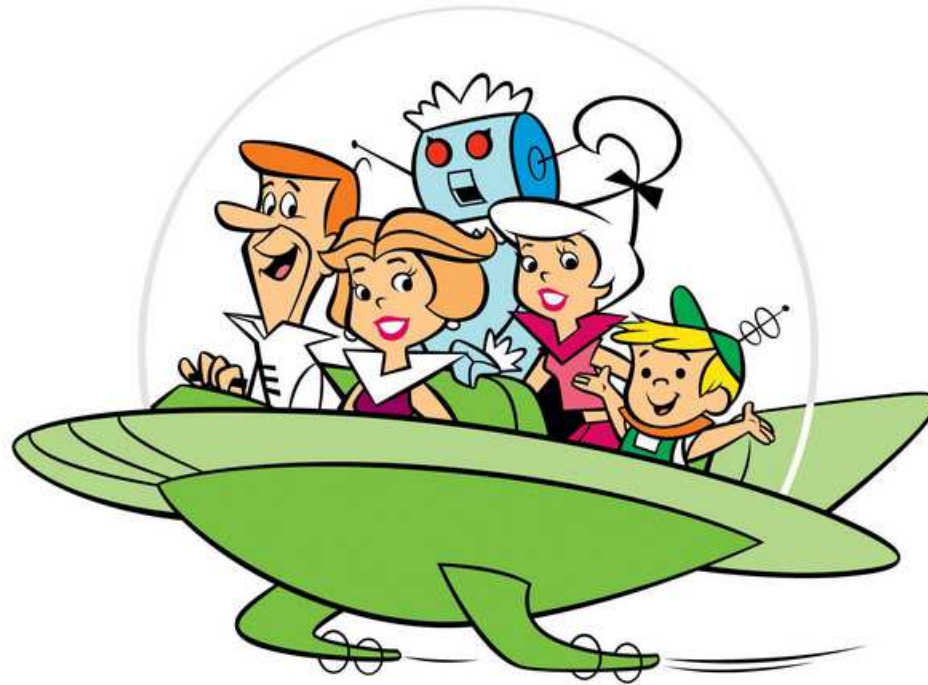


# Most People Start with the Car....

Google's experimental driverless car



# And Move on to a Vision from The Jetsons....





**But the Vision is Much Wider Thanks to.....**

# Data: Which Is Everywhere You Go

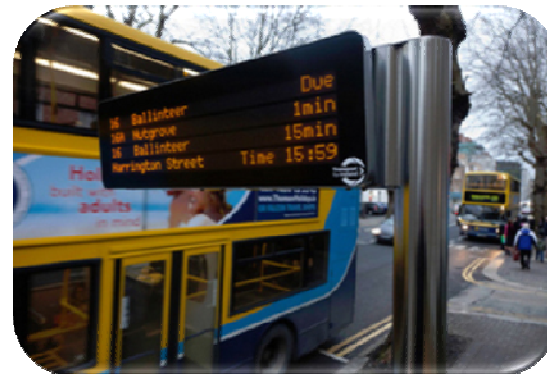
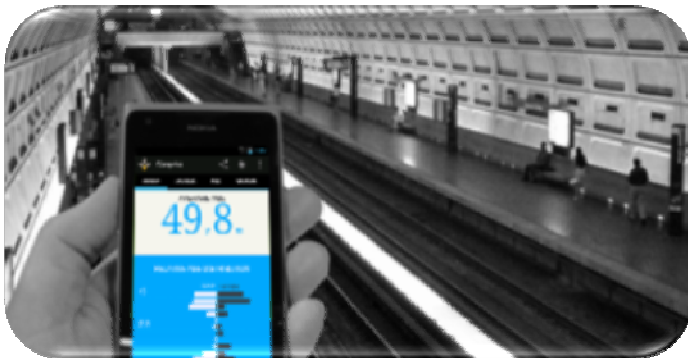




# Mobile: Which Is Becoming Ubiquitous



# Smart Apps Which are Everywhere....





# What has been Missing so Far is an Integrated Vision....



# Three Projects that are Leading the Way....

1



Preparing Cities to be effective Platforms by combining the release of open data with template apps to catalyse innovation

2



Validating the City as a 'Platform of Platforms' via a vertically integrated, end-to-end service demonstrator

3



Scaling the City as a Platform into a pan-European system of integrated, georeferenced hubs

# Our Cars May Not Fly Yet, But the Future is Now....

