
ERICSSON DEMONSTRATES AUTOMATED NETWORKED TRANSPORT AT ITS WORLD CONGRESS

- Automated Networked Transport, a new concept from Ericsson Research, demonstrates how mobile network data can optimize public transport
- Concept combines Ericsson's leadership in communications technology and services with the company's strong capabilities in transport and intelligent transport systems
- Other Ericsson demonstrations at ITS World Congress include Connected Bus Stop, Connected Traffic Cloud, Connected Vehicle Cloud, Mobility as a Service and Zero Site

At ITS World Congress, held in Bordeaux, France, from October 5 to 9, 2015, Ericsson (NASDAQ: ERIC) will demonstrate its ability to enhance the efficiency, safety and environmental performance of the transport sector. Among the Ericsson exhibits on display will be Automated Networked Transport, a new concept from Ericsson Research that demonstrates how mobile network data can optimize public transport.

The systems that transport operators currently use to plan bus schedules are inflexible and rely on a limited data sample – and yet the schedules typically remain unchanged for relatively long periods of time. As a result, buses make the same scheduled stops in the same order – regardless of whether anyone is waiting at the stops or not.

A related problem arises when large sporting or entertainment events are planned and public transport networks are overwhelmed by commuters converging on one spot. Both problems can be addressed using Automated Networked Transport.

Automated Networked Transport makes it possible to use telecom network data to analyze the movements of people in cities and to learn where, when, how and why they use public transport. The concept can be used to create bus schedules based on existing commuter needs – and adjusted dynamically in real time. In the case of major events, transport operators can review commuter movements during previous events of the same type and arrange tailored schedules.

Almost all city dwellers carry a mobile phone wherever they go. According to the most recent Ericsson Mobility Report, mobile penetration has reached 99 percent and there are about 4.9 billion mobile subscribers worldwide.

Orvar Hurtig, Head of Industry & Society, Ericsson, says: "As a world leader in communications technology and services, Ericsson has the ability to use the valuable information transported by telecom networks to optimize transport networks.

"We have developed a system that collects this information and analyzes it so that transport operators can gain an in-depth understanding of commuter travel patterns. Since we remove any information that could be used to identify individuals, their privacy is guaranteed. Using distributed computing, a tremendous amount of data can be analyzed and transport networks can be dynamically modified to better serve the needs of commuters."

With urban populations growing so quickly, the solution to ever-increasing public transport needs is not to increase the number of vehicles, which simply raises operational costs, traffic congestion and pollution. A better solution is to introduce intelligent transport systems such as Automated Networked Transport. In demonstrating this concept at ITS World Congress, Ericsson will focus on public buses – but Automated Networked Transport could also be applied to other modes of transport.

In addition to Automated Networked Transport, Ericsson will also demonstrate:

[Connected Bus Stop](#) – a concept that incorporates small cell technology, providing public transport operators with an additional source of revenue and supporting commuter-specific functionality

[Connected Traffic Cloud](#) – a managed cloud concept that enables the sharing of real-time traffic and road condition data between connected vehicles and road traffic authorities

[Connected Vehicle Cloud](#) – an established commercial platform that enables manufacturers and third parties to provide drivers and passengers with services and information

[Mobility as a Service](#) – a concept that facilitates multi-modal transport, whereby various means of private and public transport can be combined and e-tickets stored on smartphones

[Zero Site](#) – an established means of combining small-cell wireless connectivity with energy-efficient LED street lighting, in partnership with Philips.

NOTES TO EDITORS

About ITS World Congress

ITS World Congress is an annual international conference focused on intelligent transport systems. Over 10,000 industry professionals, public and private sector leaders, academics, researchers, engineers and students are expected to attend this year's event.

[Transport press backgrounder](#)

[Ericsson ITS event site](#)

[ICT & the future of transport](#)

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Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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