



17th ITS World Congress, Busan, 2010

October 25-29, 2010 BEXCO, Busan, Korea



Ubiquitous Society with ITS

Call for Papers

December 31, 2009 Deadline for Papers Submission

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ITS Korea

ITS Korea was established in 1999 to play the role of a consultative body for ITS-related industries, academia, researches and governments for implementation of an efficient ITS.

ITS Korea is a national public organization established to coordinate the development and deployment of ITS in Korea.

ITS Korea:

- Reflects all opinions of industry, academia, and research on governmental policies.
 - Prevents double investment for development of ITS.
 - Contributes to the advancement of ITS through ITS-related research, policy consultation, and social activities.
 - Promotes the exchange of ITS technologies among nations through international cooperation.
 - Plays the major roles in representing Korea at home and abroad.
 - Performs the roles of ITS standard development, establishment, popularization and education.
-



"Until now, the human race has undergone two great waves of change, each one largely obliterating earlier cultures or civilizations and replacing them with ways of life inconceivable to those who came before." - The Third Wave by Alvin Toffler . Many world experts claim the fourth revolution, which will follow the agricultural, industrial, and information revolutions described by Alvin Toffler, will be an environmental or ubiquitous revolution. Transportation, which previously focused only on the movement of people and logistics, is encountering a new trend in an increasingly ubiquitous and environment-friendly era. Intelligent Transport Systems and Services (ITS) are opening doors to a more advanced transportation sector.

Utilizing cutting-edge information technology, Korea has integrated transportation infrastructure management and information systems on its national highways and main roads by installing electronic payment systems for toll roads around the nation. More than 70 percent of urban-area buses across the nation now have information systems for public transit

users. Today, an estimated 400,000 commuters benefit from real-time transportation information.

Dear Colleagues,

The 17th ITS World Congress, which will take place at the Busan Exhibition & Convention Center from October 25 to 29, 2010, will center on the theme, 'Ubiquitous Society with ITS.' The world's distinguished scholars and experts will attend the congress providing the opportunity to obtain the latest valuable information and experience a wide array of technologies.

I believe, in the near future, ITS will make our lives more convenient and pleasurable through the social and economic relationships of people to their vehicles, and transportation, and that ITS will further advance through the 17th ITS World Congress Busan, 2010.

I invite all of you to the 17th ITS World Congress Busan providing many opportunities to explore the present and future of ITS.

In Busan, Korea's second-largest city, you will be able to experience the latest, cutting-edge ITS technologies and find solutions to the future vision of ITS.

I look forward to seeing you in Busan!

Chung, Jong-Hwan

Minister of Land, Transport and Maritime Affairs



Greetings from Busan!

It is a privilege and an honor to invite you to the 17th Busan ITS World Congress which will be held at the Busan Exhibition and Convention Center (BEXCO), Busan, Korea from October 25 to 29, 2010.

Busan is well equipped with superior convention infrastructures including BEXCO, dozens of hotel accommodations at various price ranges, and rich tourism resources. With all these amenities, Busan is rising as a fascinating convention destination. Its exhibition and convention hosting capabilities test true with the successful hosting of many international events such as the 2005 Asia-Pacific Economic Cooperation (APEC) Leaders Summit, the 2004 International Telecommunication Union (ITU) Telecom Asia, the 2002 World Cup Final Draw, the Pusan International

Film Festival, and many others. With noteworthiness, the APEC 2005 participants spoke very highly of Busan as one of the most dynamic cities in Northeast Asia.

Busan Metropolitan City introduced a mass-transit card called Hanaro for the first time in the world. The city is well established with the essential systems of a digital traffic city including a cutting-edge traffic information and navigation system. By 2010, we will witness the world's first Integrated ITS Network realized through the city's U-traffic Project.

Reflecting all of these advancements, the 17th ITS World Congress in Busan, Korea will be the biggest event ever to showcase the latest ITS technologies and will be the most relevant location in which to discuss the future of ITS's developments and prosperity.

Busan is fully prepared to welcome you in 2010 for the 17th ITS World Congress. With great optimism, we hope we may gain the honor of hosting the Congress. I promise that we will fully collaborate and assist in every possible way to help make the congress a great success! We look forward to your participation.

Hur, Nam-sik

Mayor of Busan Metropolitan City



I am very pleased to have the opportunity to invite all transport professionals to the 17th ITS World Congress, Busan 2010. I would like to extend my appreciation both for your great interest and also for your support for the Congress.

Korea, which is a country which has highly advanced IT technologies, has been developing and implementing the concept of ITS since 1991. The 5th ITS World Congress held in Seoul in 1998 was an initiative to accelerate the growth of the ITS industry in Korea by raising national awareness and government support.

We strongly believe that the 17th ITS World Congress in 2010 takes us to an upgraded and advanced stage of development, the so called "Ubiquitous ITS". Moreover, we expect it will bring about a paradigm shift in ITS, emphasizing convenience more than efficiency which was the main focus in the past. If you visit Korea, you will be provided with the opportunity to experience at firsthand some of the components of the "u-ITS" concept such as the Smart Highway, u-transport and u-City.

I would like to ask for your continuing interest and participation in the ITS World Congress, Busan 2010. I am looking forward to meeting you all next year in Busan, the first ever u-City of the Republic of Korea.

Thank you.

Lieu, Chullho

Chairman of the 17th ITS World Congress Organizing Committee
President of the Korea Expressway Corporation



It is my great honor to serve as the Chair of the Board of Directors at the 17th Busan ITS World Congress. I would like to express my sincere gratitude to all those who have worked for ITS. We look forward to the future when the quality of life and environment would improve thanks to the development of environmentally-friendly and ubiquitous transportation. This is the trend we observe all around the world, and I am confident that ITS would, and should, play a major role in these new developments. I hope the Busan ITS World Congress will act as a catalyst to shepherd in the new ubiquitous transportation age by demonstrating cutting-edge technologies and sharing the up-to-date achievements in research, government policies and strategies with experts, government officials, researchers from research institutes, and international organizations from around the world.

On behalf of the organizing committee, I would like to extend a warm welcome to all of you, and urge you to submit your papers so that you will be able to partake in this important global congress on ITS in Busan.

I look forward to greeting you in person in the dynamic port city of Busan, Korea!

Chon, Kyung Soo

Chairman of the 17th ITS World Congress Board of Directors
Professor of Seoul National University



On behalf of International Program Committee, I am very proud of inviting you to attend the 17th ITS World Congress, Busan in 2010. The Congress will explore how ITS can emerge the ubiquitous society with a feasible goal of safe, convenient, and green mobility.

During the last decade, Korea has found innovative solutions to improve peoples safety, convenience, and green life-style anytime and anywhere in their daily life, which prescribes the concept of ubiquitous society. Highly sophisticated information and communication technologies are key solutions to lead the ubiquitous concept being implemented in many aspects of the real world including transportation systems. With the theme "Ubiquitous Society with ITS", this Congress will focus on a paradigm shift for the next generation through exploring how to address social challenges in the global crisis on environment and how to stimulate ITS stakeholders to make this a realization.

Three strategies; ubiquity, transparency, and trustability under the theme has been provided for all the participants around the globe in order to exchange knowledge and experiences in their research, development, and deployment with innovative ITS technologies and solutions. All the issues on these strategies will be covered in the plenary, executive, and special sessions as well as in the exhibition. In addition, the papers presented in scientific, technical, and media interactive sessions are also highly recommended to show the future direction of the integrated goal with the three strategies.

I, IPC Chair believe this Congress will lead us into a more sophisticated society utilizing ITS services in the globe anytime and anywhere in terms of the future promotion of the benefits of transportation. I strongly encourage you all to come to Busan, the most beautiful city in the world, and to enjoy all the events being prepared.

Moon, Young-Jun

Chairman of the 17th ITS World Congress International Program Committee
Research Fellow of the Korea Transport Institute



It is our great pleasure to invite all of you to participate in the 2010 ITS World Congress in Busan, Korea. There are three major reasons for you to come to this exciting and memorable event.

First of all, this world congress will be held in Busan, Korea. Korea is famous as a ubiquitous country. Among Korean cities, Busan is one of the representative examples of such ubiquitous societies. From the time of your arrival at the airport, as you progress through to your hotel, interact with your friendly virtual concierge, and contact your friends, you will always be connected by the Internet. You should experience this ubiquitous society first hand by visiting the city of Busan.

Second, this world congress has the important integrated goal of examining cutting-edge IT technologies and at the same time providing safe, convenient, and green mobility to society. This integrated goal will form the future direction of ITS. We hope you will explore the future direction of ITS by attending the congress.

Third, the technical program will be designed for you to obtain the view of the ITS's future direction in the most efficient manner. We plan to structure the technical program through three tracks: scientific, technical, and interactive. The scientific track presents well-developed theory-oriented work, while the technical track presents cutting-edge system-oriented work. The interactive track encourages more discussion-oriented presentations. This three-track structure will provide flexibility and convenience to you. Let's meet in Busan!

Ikeuchi, Katsushi

Co-chair of the 17th ITS World Congress International Program Committee
Professor of the University of Tokyo

INTRODUCTION

The 17th ITS World Congress, Busan, 2010 is an excellent opportunity to demonstrate expertise and high level achievement within the field of ITS in a global perspective. It will be a leading congress to demonstrate the paradigm shifts of ITS by networked travelers in a mobile millennium, and to organize the interactive and tailor-made meetings including Plenary Sessions, Executive Sessions, Special Sessions, Scientific / Technical Sessions and others under the theme of “Ubiquitous Society with ITS”.

Also, these activities will be highlighted in BEXCO with the most state-of-the-art facilities and various functional or session rooms to make the ubiquitous convention possible and therefore allow you to take part in smoothly-run sessions.

Why attend the 17th ITS World Congress?

- Learn, share knowledge and gain perspective on the state of the industry as well as on the emerging ubiquitous technology trends
- Meet colleagues and members from all around the world and establish networks
- Meet the representatives from industry, academia and government and learn firsthand about the latest advances
- Keep up to date on the state-of-the art technologies in safe, convenient and green mobility
- Provide the best opportunity to establish the business platform by making lots of new contacts
- Feel and enjoy dynamic Busan – Beach, Sports, Festival, Culture and Food

Who should attend?

The congress is open to anyone interested in ITS

- International organizations and national governments
- Regional, local and municipal authorities
- Universities, academia and research institutes
- Security and safety organizations
- CEOs from industry
- Equipment manufacturers and suppliers
- Service developers and service providers
- Software developers and systems integrators
- Automotive and industrial designers
- Public transport and freight operators
- ITS project management and financiers
- ITS consultancies and advisors
- ITS users and members organizations
- Public interest groups and press

Event at a Glance

DAY 1	October 25(Mon), 2010	DAY 2	October 26(Tue), 2010
13:00 - 17:00	Registration Open	08:00 - 17:30	Registration Open
16:00 - 18:30	Opening Ceremony & Plenary Session I	09:00 - 17:30	Exhibition Open
18:30 - 20:00	Welcome Reception	09:00 - 10:30	Plenary Session II
		11:00 - 17:30	Congress Sessions
		17:30 - 20:00	Exhibition Reception
DAY 3	October 27(Wed), 2010	DAY 4	October 28(Thu), 2010
08:00 - 17:30	Registration Open	08:00 - 17:30	Registration Open
09:00 - 17:30	Exhibition Open	09:00 - 17:30	Exhibition Open
09:00 - 10:30	Plenary Session III	09:00 - 10:30	Plenary Session IV
11:00 - 17:30	Congress Sessions	11:00 - 17:30	Congress Sessions
		17:30 - 20:00	Gala Dinner
DAY 5	October 29(Fri), 2010		
08:00 - 14:00	Registration Open		
09:00 - 14:00	Exhibition Open		
09:00 - 12:30	Congress Sessions		
12:30 - 14:00	Closing Ceremony		

- October 28(Thu)-29(Fri), 2010: Open the exhibition to the public
- Congress schedule is subject to change.

WHY BUSAN, KOREA

Dynamic Busan

Busan, a bustling city of approximately 3.7 million residents, is located on the southeastern tip of the Korean Peninsula. Busan's stunning natural environment is a harmonious blend of mountains, rivers and the sea. Its geography includes a coastline that has both superb beaches and scenic cliffs in abundance, mountains which provide excellent hiking and extraordinary views, and hot springs scattered throughout the city.

Especially, the venue city of Busan has been constructing the advanced traffic infrastructure for u-traffic which includes integrating traffic information among related organizations, collecting real time traffic information through DSRC or Wi-Fi and distribution, and u-bike and traffic management system using RFID. By realizing u-Traffic, people living in Busan have access to the optimal traffic information from any devices, anywhere and at anytime. If you participate in Busan ITS World Congress in 2010, you will have the chance to experience state-of-the-art ubiquitous traffic environment to accommodate in our daily life.

BEXCO

BEXCO (Busan Exhibition and Convention Center), a landmark of world-famous port city, Busan, has emerged as the most competitive exhibition and convention centre in Northeast Asia.

BEXCO was opened on September, 2001. Since its inception BEXCO has held various exhibitions, international congresses and events. BEXCO has thus proved itself to be a successful venue for several important international events such as 2005 APEC Summit and Ministerial Meetings, the main press centre for the 2002 Asian Games, 2002 FIFA World Cup Final Draw Ceremony in 2001, Busan International Motor Show, and etc.

Busan's Attractions



Walking path
along the seaside



Feel the new bright night

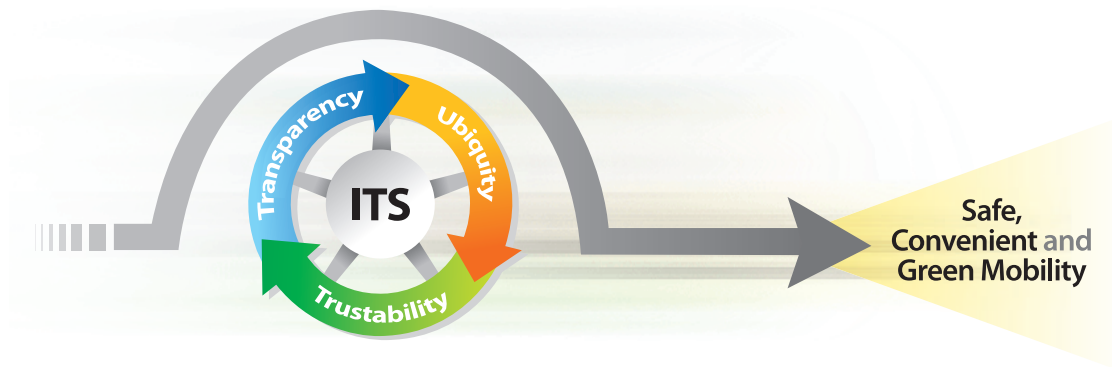


Fascinating congress
destination



Enjoyable leisure activities

Concept Diagram: Integrated Goal + Three Strategies

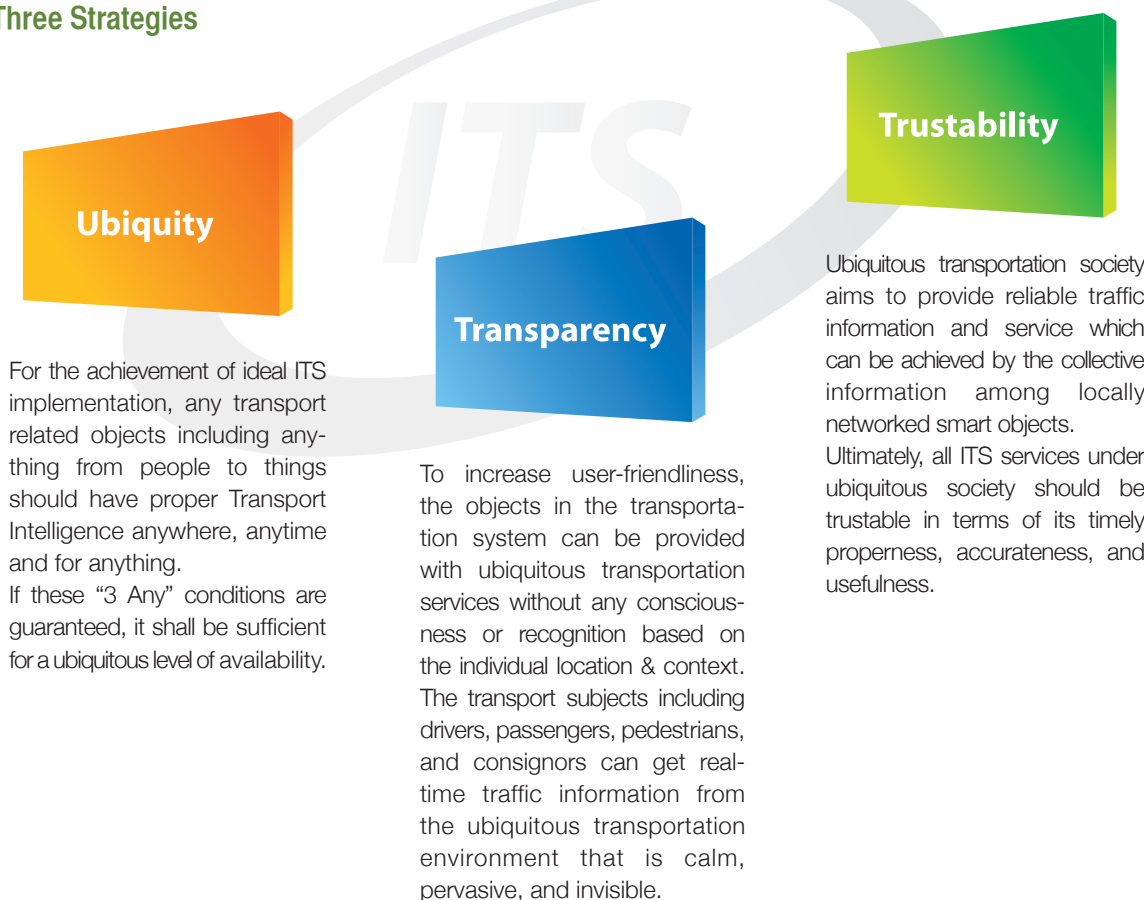


Integrated Goal: Safe, Convenient, and Green Mobility

Transportation is a major contributor of carbon dioxide and other greenhouse gas emissions from human activity, accounting for approximately 28 percent of total global emissions. Intelligent Transport Systems (ITS) is emerging to help meet the traffic safety, efficiency, and climate challenge.

Typically, the convergence between vehicle and information technology including vehicle-to-vehicle and vehicle-to-infrastructure communication systems is being realized as it evolves worldwide. This concept is designed to highlight innovative solutions to the convergence of existing information technology to promote a sustainable transportation network. It links human beings, vehicles, fuel, and overall transportation systems in order to provide a safe, convenient, and green mobility for the next generation.

Three Strategies



CONGRESS FORMAT

Plenary Sessions

High-level keynote speakers including political leaders, leading business figures or distinguished researchers will present government initiatives and recent issues, which will provide a balanced overview on the current trends related to ubiquitous ITS. Plenary sessions will present the vision that ITS industry should pursue to move forward and the opportunity to highlight the latest market trends and political issues.

Executive Sessions

The main objective of these sessions is to discuss the major factors, challenges and impacts of current projects or future initiatives. High-level executive officials from governments and top representatives from major research institutes or global businesses will share insights in supporting strategic objectives of this congress.

Special Sessions

The Special Session is tailored to specific topics, studies, researches or projects being carried by governments, industry or academia concerning ITS development and deployment. Various subjects will be presented and intensively discussed. Each session will center on its own specific topic and will target expertise and participants interested in that particular subject.

Scientific / Technical Sessions

These sessions aim to describe the progress achieved encompassing both the scientific and technical aspects. They will focus on the academic research and realizations of ITS technologies in our life currently carried out by experts and professionals.

Media Interactive Sessions

The presentations will be played on the networked facilities by means of wireless devices and PDP (Plasma Display Panel) available. These sessions aim to facilitate more fruitful discussion between presenters and audience so that it provides the basis for debates and exchanges of both academic and technological ideas. People interested in specific subjects are able to ask questions or offer suggestions through face-to-face dialogues and communication technologies.

CALL FOR PAPERS

We would like to invite you to submit papers containing your thoughts, experiences, ideas, and voice which will be then considered for presentation during the 17th ITS World Congress, Busan 2010. Your enthusiastic participation is always welcome and appreciated.

Scientific Papers	Technical Papers
Scientific papers must meet the scholastic requirements to be accepted. Full scientific papers are 10-12 A4 pages and must be submitted to the organizers in a timely fashion. Then it will be reviewed by highly qualified reviewers from the three World Congress regions. Papers which are submitted as scientific but do not conform to the scientific criteria may still be accepted as technical papers.	Technical papers may address not only technical subjects but also political, institutional, business and economic aspects of ITS. Papers should not be too commercially oriented. Draft technical papers should be no longer than 3 A4 pages and written in English.

For specific details, please refer to the guidelines on the website www.itsworldcongress.kr.

Either type of papers may be put forth for a Media Interactive Session for which authors can have longer presenting time and effectively demonstrate their results by showing audio visual materials on PDP (Plasma Display Panel). To identify the main subject of your paper, please select one topic and subtopic out of the list. (Please refer to pages 10 & 11)

Publication Opportunity

To enhance the scientific quality of this event, the World Congress Organizing Committee has entered into an agreement with International Journal of Intelligent Transportation Systems Research (IJIR), a peer-reviewed journal published by Springer Science+Business Media. The IJIR as the Busan official journal will provide authors with the opportunity to submit a paper to Special Issue of the 17th ITS World Congress, Busan 2010. A formal invitation letter will be sent to the authors of papers that are considered suitable for the Special Issue.

SUBMISSION GUIDELINES

Scientific / Technical Papers

Only online submission is acceptable. (www.itsworldcongress.kr)
Papers should be written and presented in English.

You will be requested to provide the following information:

- Paper Title
- Topic and subtopic
- Authors' Information
- Keywords
- Abstract (250 words)
- Full scientific papers should be submitted in PDF (.pdf) format within 10-12 pages in A4-size.
- Draft technical papers should be submitted in PDF (.pdf) format maximum of 3 pages in A4-size.

Notice

- Technical and scientific papers need to convince the reviewer that the papers will meet the scientific level of exigency.
- A submission acknowledgement will be sent to your registered e-mail. It is not an acceptance letter but a notification of your paper number and paper details.
- Please refer to the congress website (www.itsworldcongress.kr) for a sample format.

Important Dates for Submissions

End of September, 2009	Opening online papers submission system
December 31, 2009	Deadline for submission of draft scientific / technical papers and Special Session proposals
Mid of April, 2010	Acceptance notification for scientific / technical papers and Special Sessions
End of May, 2010	Deadline for conditionally accepted papers resubmission
July 30, 2010	Deadline for the final papers submission
Mid of August, 2010	Deadline for speaker registration

Topics and Subtopics

A. Policy and Decision-making

1. Policy and Planning

- 1.1 Role of Government and Organizational Issues
- 1.2 Public-Private Partnership
- 1.3 Funding Models
- 1.4 International Cooperation

2. Initiatives and Evaluation

- 2.1 Regional and National Initiatives
- 2.2 Deployment Challenges and Best Practices
- 2.3 Project Evaluations and B/C Analysis
- 2.4 Evaluation Tools and Strategies

B. Research, Design, and Services

3. Traffic Management

- 3.1 Traffic Control and Congestion Management
- 3.2 Traffic Surveillance and Enforcement
- 3.3 Intelligent Demand Management
- 3.4 Traffic Incident and Work Zone Management
- 3.5 Emission / Climate / Weather Related Traffic Management
- 3.6 Parking Management and Access Control
- 3.7 Modeling and Simulation

4. Payment Systems

- 4.1 Electronic Toll Collection
- 4.2 Public Transportation Payment
- 4.3 Road Pricing and Congestion Charging

5. Traveller Information

- 5.1 Traveller Information Services
- 5.2 Trip Planning
- 5.3 Route Guidance and Navigation
- 5.4 Traffic Information Integration
- 5.5 Personalised Information Services
- 5.6 Radio-based Information Services
- 5.7 Travel Time Forecasting

6. Public Transport

- 6.1 Public Transport Planning and Scheduling
- 6.2 Inter-Urban Public Transport Operation
- 6.3 Public Transport Information Services
- 6.4 HOV Priority Services and Derivatives
- 6.5 Light-rail & Taxi Operation
- 6.6 Inter-modal Passenger Transfer Services

7. Freight and Commercial Transport

- 7.1 Hazardous Materials Transportation
- 7.2 Fleet Management
- 7.3 Electronic Cargo Information and Management
- 7.4 Automated Clearance and Border Crossing Operations
- 7.5 Freight and Terminal Security
- 7.6 Inter-modal Freight Transport Services

8. Intelligent Vehicle Safety

- 8.1 Advanced Driver Assistance Systems
- 8.2 In-vehicle Safety Technology
- 8.3 Autonomous Vehicle Systems
- 8.4 Human-Machine Interface

SPECIAL SESSIONS PROPOSALS

The organizing committee of ITS 2010 would like to offer a key opportunity, Special Sessions, to get together and discuss recent interesting issues with related specialists.

You will be requested to provide the following information:

- Session topic (Please refer to pages 10 & 11)
- Proposed session title
- Organization and organizer coordinating the session, including clear contact details
- Name of moderator, job title, company and country
- Names of 4-5 potential speakers, job title, company and country
- 250-words maximum description of session content as a full text
- Details of any Special Session on a related subject presented at previous Congresses

**Deadline for Special Session proposals is
December 31(Thu), 2009.**

Please note that only a limited number of Special Sessions can be organized. You will be notified by mid-April of the outcome of the selection procedure. Speakers and moderators of the accepted Special Sessions are requested to register and complete the payment accordingly for the Congress in order to remain on the final program.

If you wish to organize a Special Session on a particular topic, please e-mail your region representative:

Asia-Pacific

Ms. Okada, Ikuko

Email: intl@its-jp.org

Phone: +81 3 5777 1013

Ms. Park, Sue

Email: hspark@itsworldcongress.kr

Phone: +82 2 2177 8079

Americas

Ms. Oliphant, Nicole

Email: NOLiphant@itsa.org

Phone: +1 202 721 4215

Europe

Ms. Mindlin, Valérie

Email: v.mindlin@mail.itscongress.org

Phone: +32 2 626 11 32

9. Vehicle-Infrastructure Cooperation

- 9.1 Vehicle-to-Vehicle Communication
- 9.2 Vehicle-to-Infra Communication
- 9.3 Applications: Smart Road Information, E-call, Infra-based Safety, etc.

10. Vehicle Electronics

- 10.1 In-vehicle Networks
- 10.2 Sensor / Actuator Technologies
- 10.3 In-vehicle Infotainment and Amenities
- 10.4 Vehicle Software Architectures
- 10.5 In-vehicle Wireless Communications

11. Intelligent Road Infrastructure

- 11.1 Intelligent Road Safety Features
- 11.2 Infrastructure Maintenance
- 11.3 Integrated Highway Information Management
- 11.4 Road Hazard Detection, Reporting and Clearance
- 11.5 Emergency and Disaster Management

12. Vulnerable Users

- 12.1 Cyclists & Pedestrians
- 12.2 Facilities for the Elderly and Disabled
- 12.3 Nomadic Devices

13. Communications and Technology Emerging

- 13.1 Interface Protocols and Applications
- 13.2 Privacy and Security in Communication
- 13.3 Advanced Positioning Systems
- 13.4 Geographic Information System – Transportation(GIS-T) and Digital Maps
- 13.5 Upcoming Technologies in Sensors and Detectors

C. Global Concerns and Interests

14. Legal Issues and Market Analysis

- 14.1 Product Liability and Privacy Issues
- 14.2 Regional and Global Market Analysis
- 14.3 Privatization and Niche Markets
- 14.4 Business Models & Cases

15. Environment Issues

- 15.1 Sustainability in Transport
- 15.2 Fuel Economy and Emission Reduction
- 15.3 Issues for Facilitating Alternative Energy Use
- 15.4 Eco-Driving

16. Awareness Raising, Education and Training

- 16.1 Educating Future Professionals
- 16.2 Continuing Education for Professionals
- 16.3 Public Relations and Involvement

17. Architecture and Standards

- 17.1 System Architecture
- 17.2 International Standards Development and Adoption
- 17.3 Experiences in Standards-based Deployment
- 17.4 ITS Architectures in Developing Countries

D. Others

INTERNATIONAL PROGRAM COMMITTEE (IPC)

Asia-Pacific

Akatsu, Yousuke
(Nissan Motor Co., Ltd., Japan)

Chang, S.K.Jason
(National Taiwan University, Taiwan)

Ikeuchi, Katsushi
(University of Tokyo, Japan)

Jang, Yeong Min
(Kookmin University, Korea)

Jiao, Weiyun
(National ITS Center of China, China)

Kanesaki, Nobukazu
(ITS Japan, Japan)

Kumazawa, Hiroyuki
(Mitsubishi Electric Corporation, Japan)

Lee, Sangkeon
(Korea Research Institute for
Human Settlements, Korea)

Moon, Young-Jun
(The Korea Transport Institute, Korea)

Ozaki, Nobuyuki
(Toshiba Corporation, Japan)

Qi, Tongyan
(Research Institute of Highway, China)

Segi, Takaaki
(Toyota Motor Corporation, Japan)

Shin, Chihyun
(Kyonggi University, Korea)

Steele, Flett
(South Australian Department of Transport,
Energy and Infrastructure, Australia)

Yang, Kou
(National ITS Center, China)

Yi, Kyongsu
(Seoul National University, Korea)

Americas

Benour, Hamed
(Sensys Networks Inc., United States)

Conover, Gerald
(PRC Associates, United States)

Costello, Pete
(INRIX, United States)

Easley, Richard B.
(E-Squared Engineering, United States)

Funny, John J.
(Grice & Associates, Inc., United States)

Hardesty, Dawn
(Noblis, United States)

Harding, John
(National Highway Traffic Safety Administration
(NHTSA), United States)

Kumar, Manjunathan
(CCIT, University of California, Berkeley, United States)

Lappin, Jane
(John A. Volpe National Transportation Systems
Center, Research and Innovative Technology
Administration, US Department of Transportation,
United States)

Lister, Harry
(ITS Joint Program Office Research and
Innovative Technology Administration, USDOT,
United States)

McGowan, Patrick
(Telvent, United States)

Peracchio, John R.
(Peracchio & Company, LLC, United States)

Rausch, Robert
(TransCore, United States)

Sanders, Louis F.
(American Public Transportation Association
(APTA), United States)

Schweiger, Carol L.
(TranSystems, United States)

Seymour, Ed
(Texas Transportation Institute (TTI), Texas A&M
University, United States)

Shaheen, Susan A.
(University of California, Berkeley, United States)

Thakuriah, Piyushimita
(University of Illinois at Chicago, United States)

Voccola, Harry
(NAVTEQ, United States)

White, III, Chelsea C.
(Georgia Institute of Technology, United States)

Wright, James
(American Association of State Highway and
Transportation Officials, United States)

Zhang, Wei-Bin
(University of California, Berkeley, PATH,
United States)

Europe

Blervaque, Vincent
(ERTICO – ITS Europe)

Blythe, Phil
(University of Newcastle, United Kingdom)

Boethius, Eva
(European Commission, DG INFSO)

De Wijs, Cees
(Logica, The Netherlands)

Harris, Richard
(Logica, United Kingdom)

Karlsson, Christer
(ITS Sweden, Sweden)

Kirn, Friedemann
(Satellic, Belgium)

Lu, Meng
(Royal Dutch Society of Engineers/Tsinghua University,
The Netherlands)

Médevielle, Jean-Pierre
(INRETS, France)

Ocakoglu, Gzim
(European Commission, DG TREN)

Pagny, Roger
(Ministry of Ecology, Energy, Sustainable
Development and Spatial Planning, France)

Potters, Paul
(Connekt/ITS Netherlands, The Netherlands)

Rosenquist, Mats
(Volvo Technology, Sweden)

Seddi, Malika
(ASFA, France)

Sena, Michael
(Michael Sena Consulting AB, Sweden)

Wevers, Kees
(NAVTEQ, The Netherlands)

GENERAL INFORMATION

Venue

BEXCO (Busan Exhibition and Convention Center), Busan, Korea (www.bexco.co.kr)

Congress Website

www.itsworldcongress.kr

Official Language

English

Visa Information

All foreign visitors entering the Republic of Korea must possess a valid passport. Participants, except those from countries who have visa exemption agreements with Korea, should apply to a Korean diplomatic mission in their countries for visas prior to departure. For details, participants are advised to contact the Korean Embassy in their countries, or view the Ministry of Foreign Affairs and Trade website at www.mofat.go.kr. Please contact the organizing committee, if you need any assistance for obtaining a visa such as invitation letter issues.

Registration

Registration information, including fees and categories, will be available on the congress website and published in the preliminary programme. On-line registration will open in March, 2010.

Accommodations

There are several selections of hotels reserved for ITS 2010 participants. Please make on-line hotel reservations through the official website. If you run into any problems with on-line reservation, please contact the official Housing & Tour Bureau, MECI Tour Inc. at its2010@mecitour.com. Hotel Assignments will be made on a first-come, first-served basis, and reservations made after will be subject to space availability. Prompt booking is very important to guarantee your room.

Electricity

The standard voltage in Korea is 220 volts. The outlet has two round holes and is the same type used in France, Germany, Austria, Greece, Turkey, and many other countries. Always check the power supply before using your equipment.

Business Hours

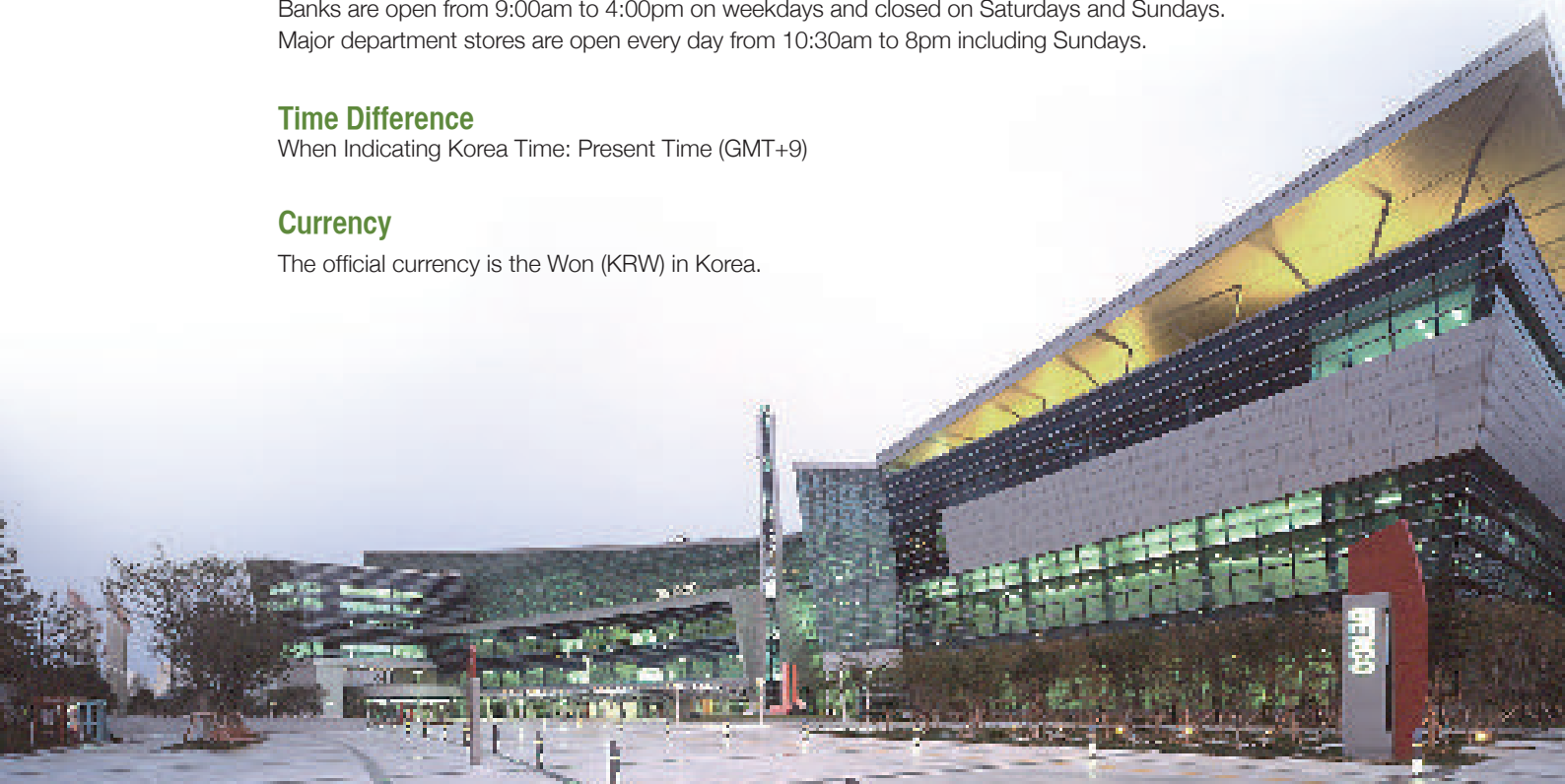
Government office hours are usually from 9am to 6pm on weekdays and closed on Saturdays and Sundays. Banks are open from 9:00am to 4:00pm on weekdays and closed on Saturdays and Sundays. Major department stores are open every day from 10:30am to 8pm including Sundays.

Time Difference

When Indicating Korea Time: Present Time (GMT+9)

Currency

The official currency is the Won (KRW) in Korea.



CALL FOR EXHIBITIONS

Korea has developed its Intelligent Transport Systems industry enormously since 1998 the Seoul ITS World Congress. In accordance with its world leading IT industry, Korea has also successfully enhanced Korean ITS technologies.

The 17th ITS World Congress themed at the "Ubiquitous Society with ITS", takes place at BEXCO in Busan, Korea on October 25-29, 2010. Experience ITS in Korea and bring your company to experience Korea's ITS best practice.

Even more, the exhibition at the Busan ITS World Congress would not only provide your company with readily accessible introductions opportunities for your achievements and knowledge of the ITS market, but also be the excellent place to promote cutting-edge technologies to practitioners and stakeholders worldwide.

We welcome your interest and active participation in this up-coming ITS World Congress in Busan and assure you the wonderful opportunity to promote your company's international excellent of technologies and knowledge of this ITS industry to the world.

Exhibition Items

Every ITS-related item is welcome to be displayed at the Exhibition.

- Information Collection and Processing
- Traveller Information
- Logistics
- Emergency and Incident Management
- Traffic Safety and Management
- Automatic Enforcement
- Electronic Payment
- V2I & V2V Communications
- Public Transportation
- Nomadic Device
- Multimodal ITS
- In-vehicle ITS & Eco-driving

General Information

- **Date:** October 26(Tue) - 29(Fri), 2010
- **Venue:** Exhibition Hall(1F), BEXCO, Busan, Korea
- **Schedule for Exhibition**

Pre-Application Deadline	December 31(Thu), 2009
Exhibition Installation	October 22(Fri) - 25(Mon), 2010
Exhibition Period	October 26(Tue) - 29(Fri), 2010

Exhibition Booth Rental Fee

Type (Size: 3mX3m)	Early-bird By December 31(Thu), 2009	Regular From January 1(Fri), 2010
Shell Scheme (Standard Booth)	USD 4,500	USD 5,000
Raw Space	USD 4,000	USD 4,500

- **The space will be assigned to each applicant on a "first come, first served basis" in order of application. If you have preferred sites for your exhibition space, please let us know in advance so we can arrange it.**

- **Booth rental fee includes the following services:**

- Rental of space provided
- Available promotional materials
- Daily cleaning of your space

For further information about exhibitions, please contact:

Ms. Oh, Jung Mi

Email: jmoh@itsworldcongress.kr

Phone: +82 2 2177 8073

Fax: +82 2 2177 8099

SPONSORSHIP OPPORTUNITIES

ITS World Congress is one of the largest events in the ITS community. This mega event consists of congress, exhibition, technical tours and showcases. Absolutely more than 10,000 experts will be participating, including academias, industries, institutes and high-level government officers.

A wide variety of sponsorship opportunities such as Congress Sponsors and Special Sponsors are available to accommodate different requirements and to fit just about any variable marketing budget.

We encourage you to take use of sponsorship packages to maximize your promotions and return on investment for your company; the 17th ITS World Congress is the perfect opportunity to expose your company through ITS stakeholders and improve your business.

Make a plan now to come to Busan, Korea!

For more information about the sponsorship, visit our website www.itsworldcongress.kr.

Congress Sponsorship

Sponsor Level	Benefits
Super Diamond	Sponsorship benefits include all lower level benefits plus : Speech invitation for the opening ceremony Banners in the opening ceremony place Small exhibition around the opening ceremony place
Diamond (USD100,000)	Sponsorship benefits include all lower level benefits plus : Speech invitation for the closing ceremony Invitation for the exhibition ribbon cutting ceremony Sponsor's name and logo on the banners in congress and exhibition site
Gold (USD 70,000)	Sponsorship benefits include all lower level benefits plus : Priority for booth reservation Speech invitation for the VIP Dinner Sponsor's name and logo in the promotional movie
Silver (USD 50,000)	Sponsorship benefits include all lower level benefits plus : Sponsor's name and logo on the registration desk Sponsor's name and logo in the congress highlight video Privilege to use congress official emblem in the sponsor's own materials
Bronze (USD 30,000)	Sponsor's name and logo on the proceedings CD-ROM Sponsor's name and logo in the official website Sponsor's name and logo in the promotional materials Sponsor's name and logo on the sponsors board located at the congress & Exhibition sites

Special Sponsors

- Opening Ceremony
- VIP Dinner
- Gala Dinner
- Welcome Reception
- Programme Book
- VIP Fleet
- Congress Bag
- Badge Holders
- Internet Café
- Miscellaneous

For further information about sponsorship opportunities, please contact:

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Korea

Congress Information

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Exhibition

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the 17th ITS World Congress, Busan 2010

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Asia-Pacific

Congress Program

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Exhibition

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Congress Program

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Exhibition

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Exhibition

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