

Press release

## “Smarter than wider” – Smart traffic management solutions for the mobility of tomorrow

*From 26-30 June 2023, international experts will discuss the "Future of Traffic Management" in Vienna. The focus will be on innovation factors such as climate change, AI and connected vehicles.*

Vienna, 11.5.23

The Future of traffic management will support and enable, that traffic flows will be controlled in advance, sustainable mobility decisions and multimodality will be supported, and peak loads and environmental impacts will be reduced. Under the motto "The Future of Traffic Management", experts from all over the world will meet in Vienna at the "International Symposium on Freeway and Tollway Operations" – ISFO 2023 – to exchange ideas and learn from each other. The symposium was initiated by the Transport Research Board (TRB). This year, the event is organized by AustriaTech, a company of the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK). "The event offers us the unique opportunity to present Austrian solutions and companies to a broad audience and to discuss the major global challenges in the field of traffic management on an international level" emphasizes Martin Russ, Managing Director at AustriaTech. The symposium is supported by BMK, ASFINAG, Kapsch TrafficCom, Yunex Traffic and SWARCO.

"When we talk about traffic management, there are different goals. First is the reduction of congestion, as this is one of the main reasons for emissions, both carbon as well as particulate matter that is harmful to human health. At the same time, reducing congestion has beneficial effects on the economy, as time that is wasted in traffic could be better spent on other, more productive things, and this pays off in terms of everyone's well-being. These arguments for proactive traffic management should be included in the planning of public authorities from the beginning. Therefore, it is essential to bring all actors to the table and combat the issues we are facing together. Innovation does not happen in silos, but by sharing and combining knowledge across the industry," says Carolin Treichl, Executive Vice President of the EMENA Region at Kapsch TrafficCom.

### **Environmentally sensitive, efficient, and adaptable - developing new solutions for a multimodal transport network**

The conference will focus on four central aspects: Governance and Organizational Challenges, Managing and Analyzing Operational Strategies and Performance, Next Generation of Traffic Management Systems and Services, and Innovative Financing to Build and Operate Motorways. The event itself offers more than 40 sessions, workshops and poster presentations as well as the opportunity to network internationally with experts from industry and research. "We are looking forward to the transatlantic exchange of ideas and opinions and sustainable impulses, especially in our own workshop on the topic of "Preparing and Classifying the Road Infrastructure in terms of its Suitability for Automated Driving," explains Richard Neumann, SWARCO company spokesman. "High-contrast, well retroreflective road markings, which are also executed as uniformly as possible across national borders and maintained in the best possible way, are an essential requirement for ensuring that our roads remain legible for humans, but also for the "eyes" of modern vehicles," Neumann adds.

In addition, an attractive side program with so-called technical tours and live demonstrations at hotspots such as C-ITS and the ASFINAG Traffic Control Center in Vienna Inzersdorf as well as driving simulator demonstrations to Graz (ALP.Lab) or to the City Intelligence Lab of the AIT will be offered.

## Focus on climate change

Innovative traffic management addresses not only efficiency and safety, but also the issue of sustainability. "As organizers of the event, we were committed to address mobility and climate protection equally. Traffic management in particular offers numerous opportunities to make traffic more sustainable, inclusive and multimodal and, in the spirit of the Mobility Master Plan of the Austrian Ministry for Climate Action, to contribute to a reorientation of the mobility sector by means of "avoid-shift-improve,"" said Russ.

"The cities of our world are facing major challenges. How can we achieve lower-emission mobility, more attractive urban living space, more safety and flowing traffic with existing transport infrastructure? At Yunex Traffic, people are passionate about transforming the future of mobility. Our C-ITS solution is already in use on Austria's highways, detectors with AI protect children crossing the street in big cities, and our environmentally sensitive traffic management contributes to air improvement in urban areas. We at Yunex Traffic take responsibility for the environment and our children with what we do," emphasizes Alfred Gunacker, Head of Sales, Yunex Traffic Austria.

In total, more than a quarter of all sessions will deal with aspects related to climate neutrality and environmental protection.

## 4th International Symposium on Freeway and Tollway Operations

„The Future of Managing Traffic“

June 26-30, 2023, Vienna, Austria

TechGate Vienna, Donau-City-Straße 1, 1220 Vienna

The online program provides an overview of the four main topics as well as details on the individual sessions.

**Registration is open until June 16, 2023.**

You can find the whole information about the event at [www.austriatech.at/isfo2023](http://www.austriatech.at/isfo2023)

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