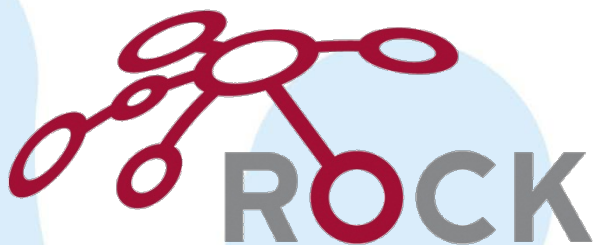




# synaptic

synergy of advanced  
transport solutions



**CONNECTING  
KNOWLEDGE BY RAIL**

## POLIS 2012 Conference, Perugia

21 November 2012

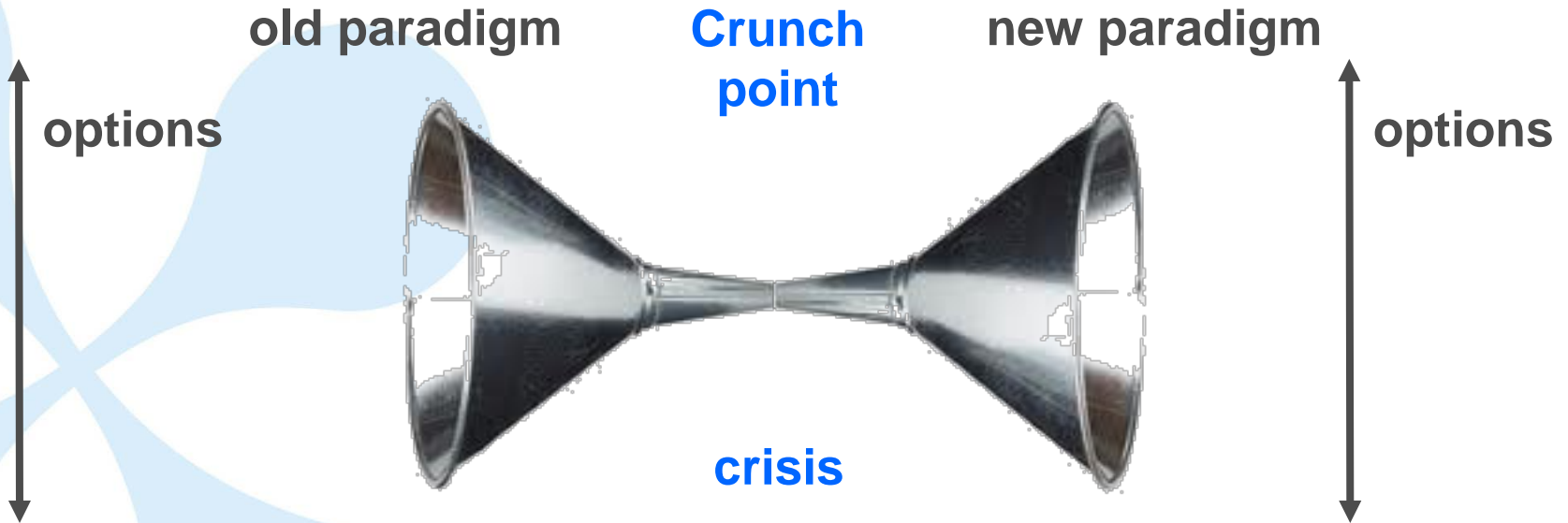
Gösta Weber

[www.synaptic-cluster.eu](http://www.synaptic-cluster.eu)

[www.rock-project.eu](http://www.rock-project.eu)

# Project Task: European vision for seamless mobility in 2030

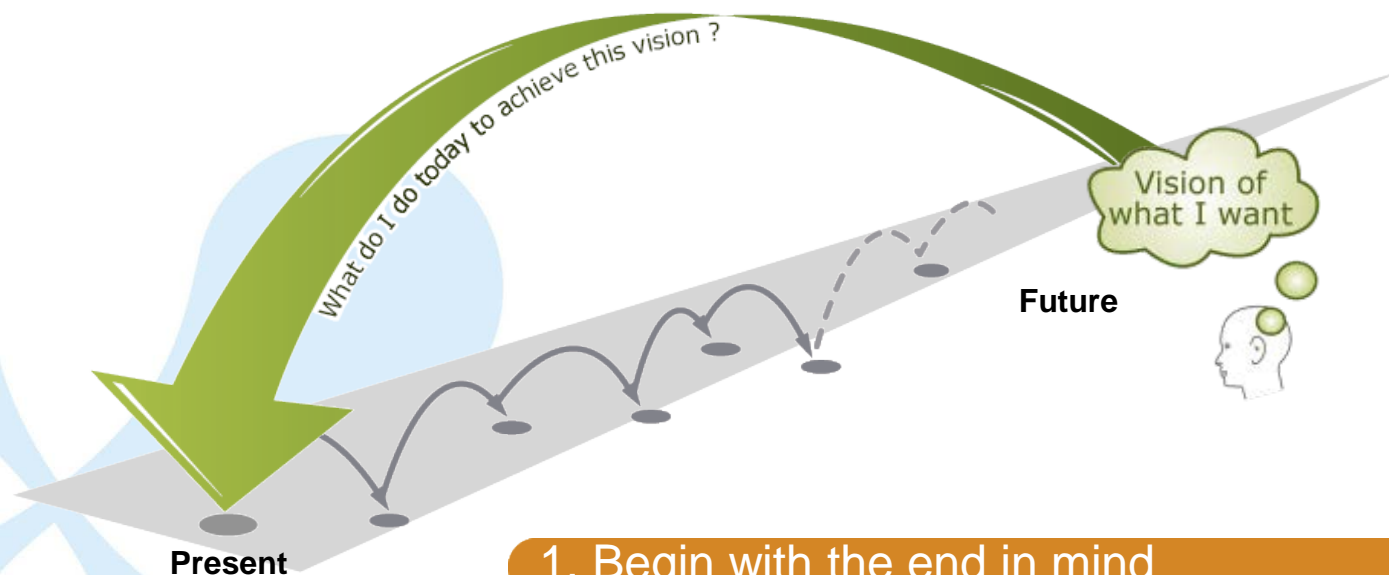
- A paradigm is an enabler or multiplier of new solutions to existing problems



# Synaptic Input

- Knowledge 4 Interreg mobility projects
- Participation of 12 students
- Participation of 4 universities
- student travel audits
- **Roundtable 30 January 2013, POLIS Brussels information and ticketing**
- Meetings with EPF, German Research Council, DG Move, DG Regio...

# What does the passenger want? rather than what is the available technology



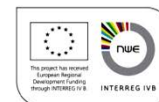
1. Begin with the end in mind
2. Look backwards from the vision to the present
3. Move step by step towards the vision

(Source: The Natural Step)

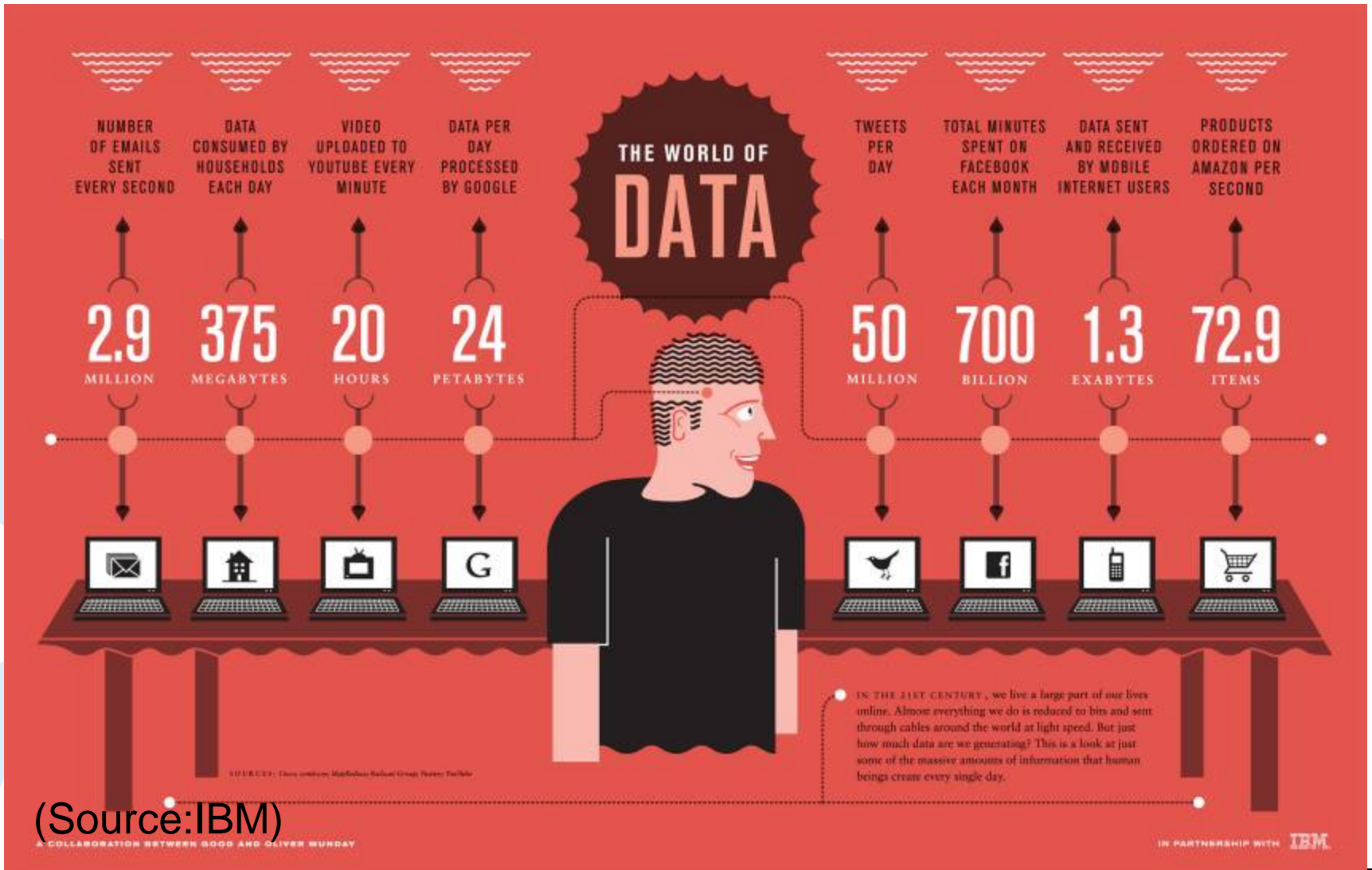
# Travelling is an experience



'synaptic' is a partnership of ICMA amobilife, sintropher, BAPTS and ROCK.



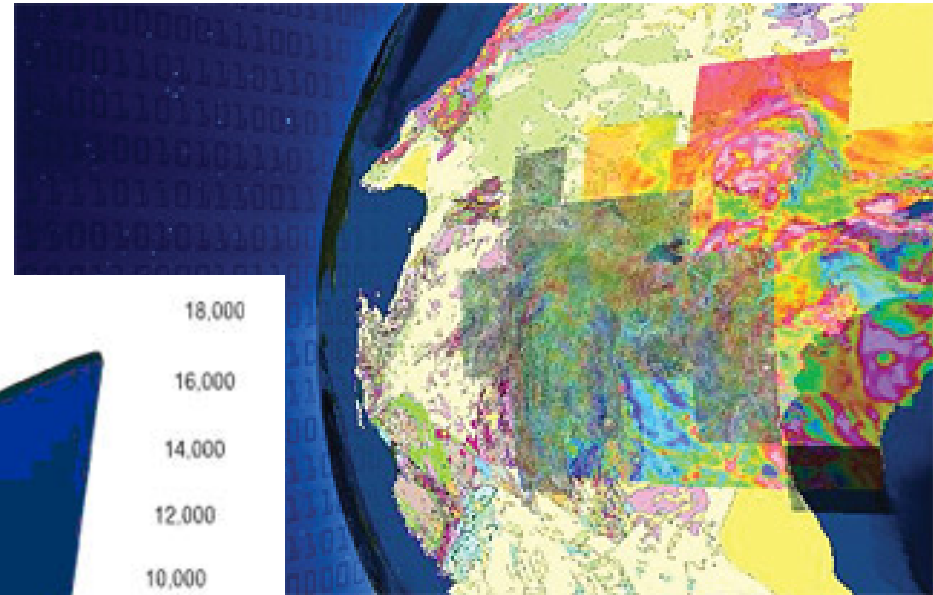
# Seamless mobility is information driven



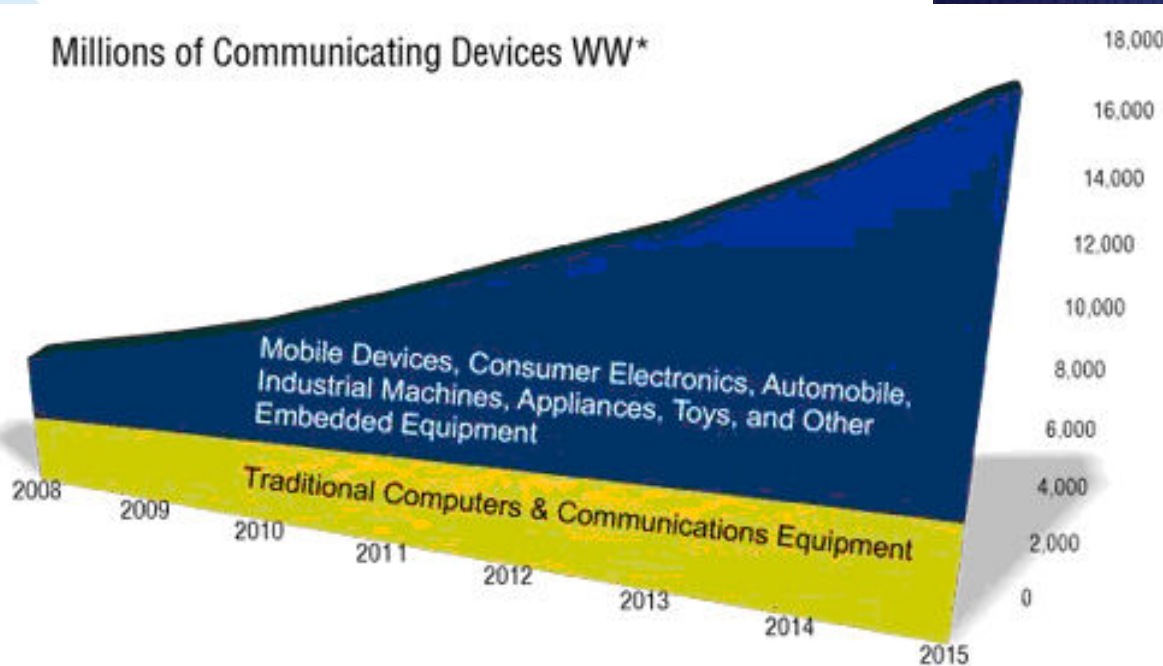
'synaptic' is a partnership of ICMA amobilife, sintropher, BAPTS and ROCK.



# Explosion of travel data



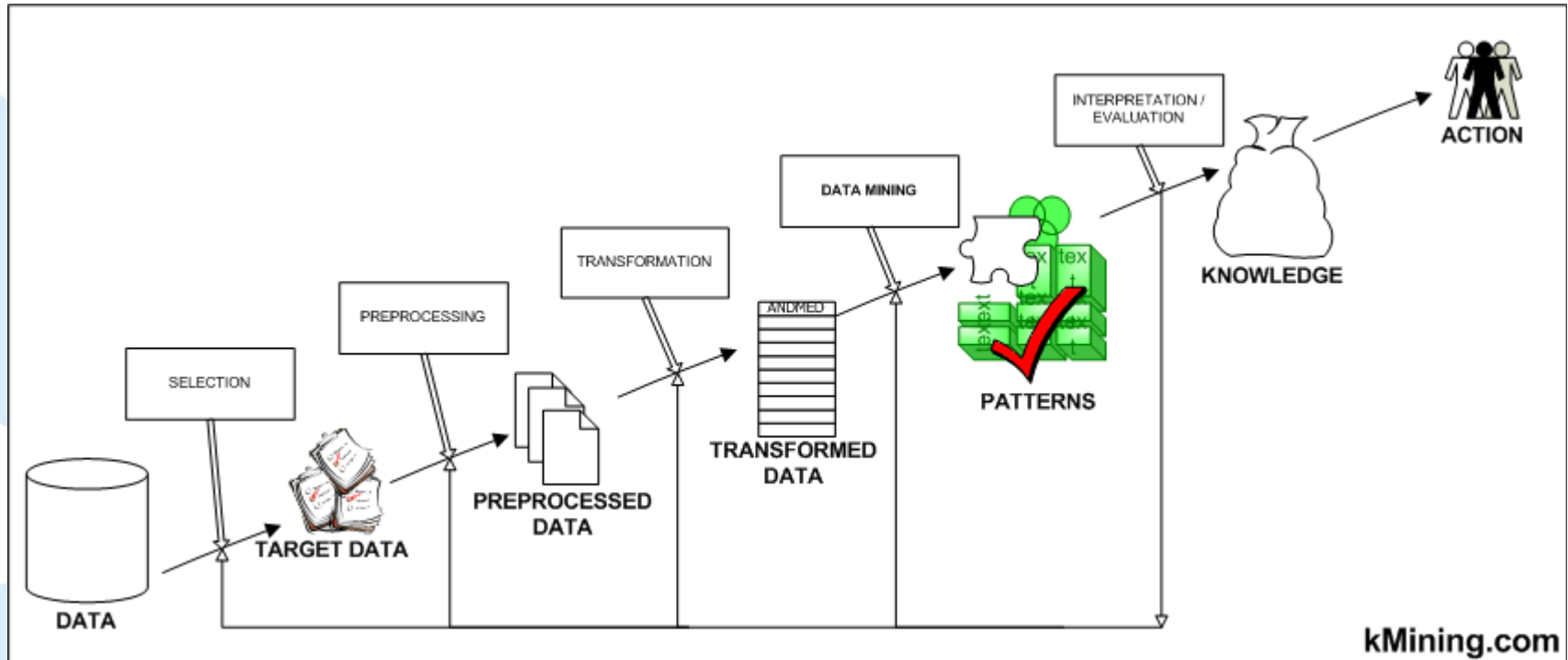
Millions of Communicating Devices WW\*



Source: IDC Device Base Model, 2009

\* Excludes voice- and SMS-only phones

# 'Seamless Mobility is hard to manage but...





# ...simple to use'



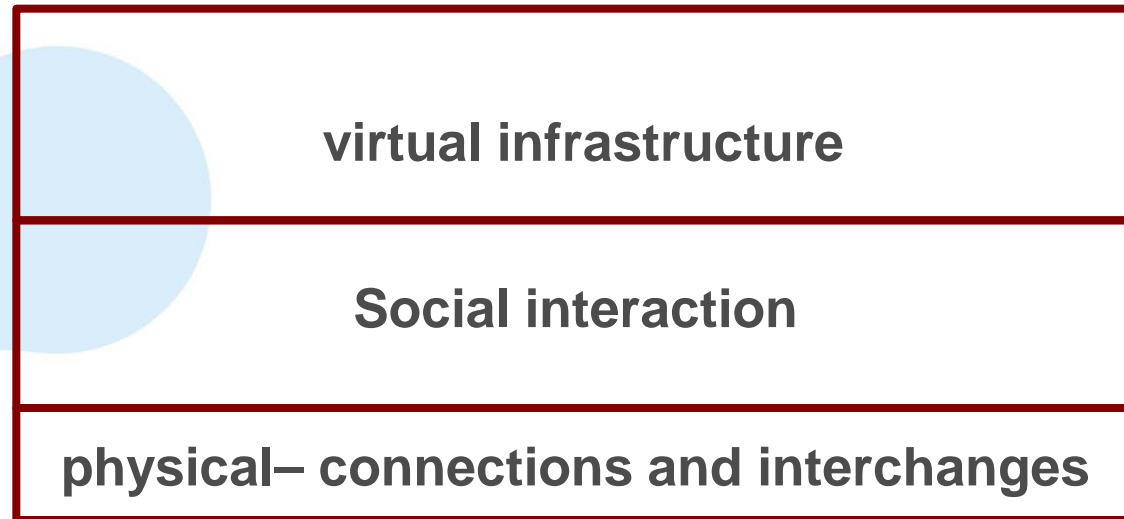
'synaptic' is a partnership of ICMA amobilife, sintropher, BAPTS and ROCK.



# Business Model 2030:

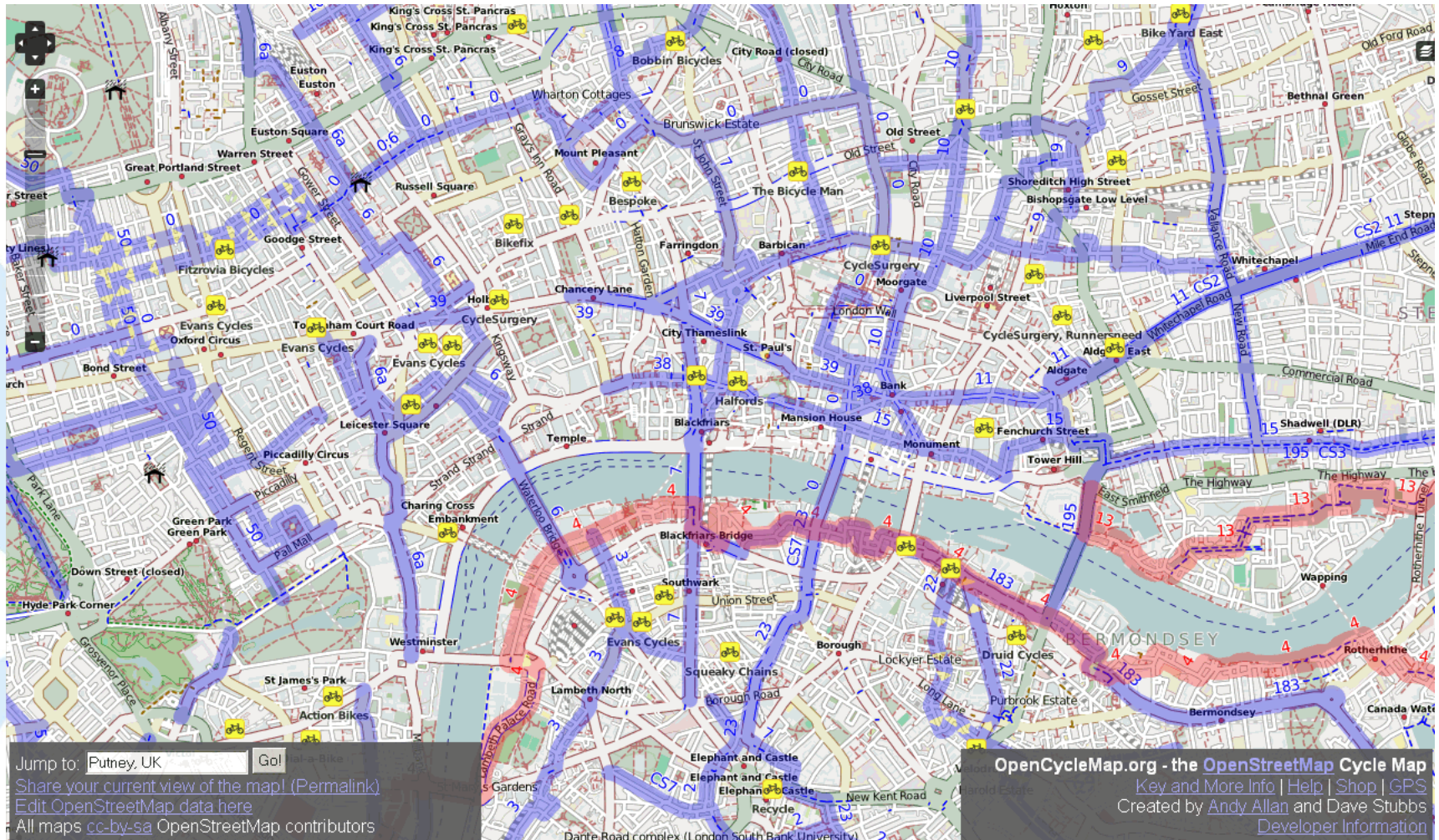
Transport companies sell the the multimodal journey as one product

Dimensions  
(Hight of  
box  
represents  
Importance)



travel chain

# 'Seamless Mobility is Co-creation'



'synaptic' is a partnership of ICMA amobilife, sintropher, BAPTS and ROCK.

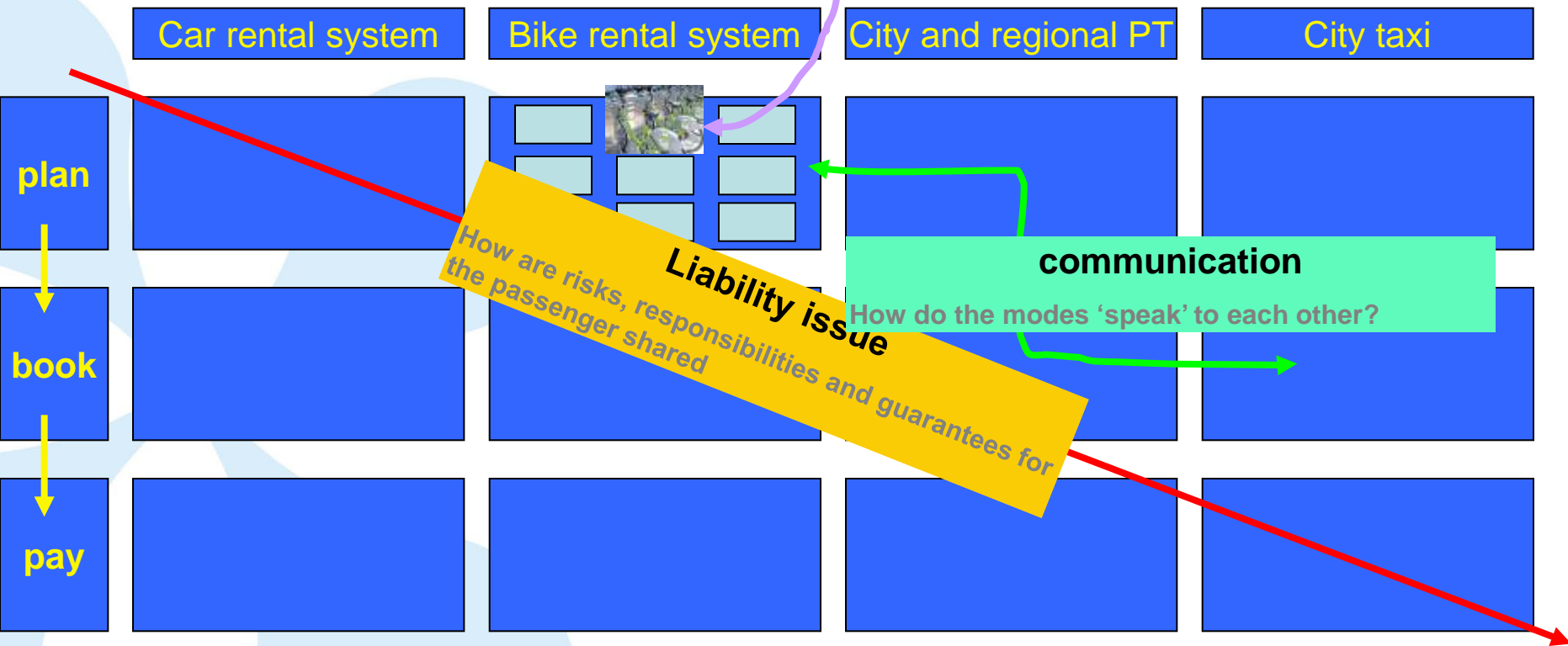


# 'Mobility is sharing'



# 'Seamless mobility is modular'

## 'Prepared for the unpredictable'

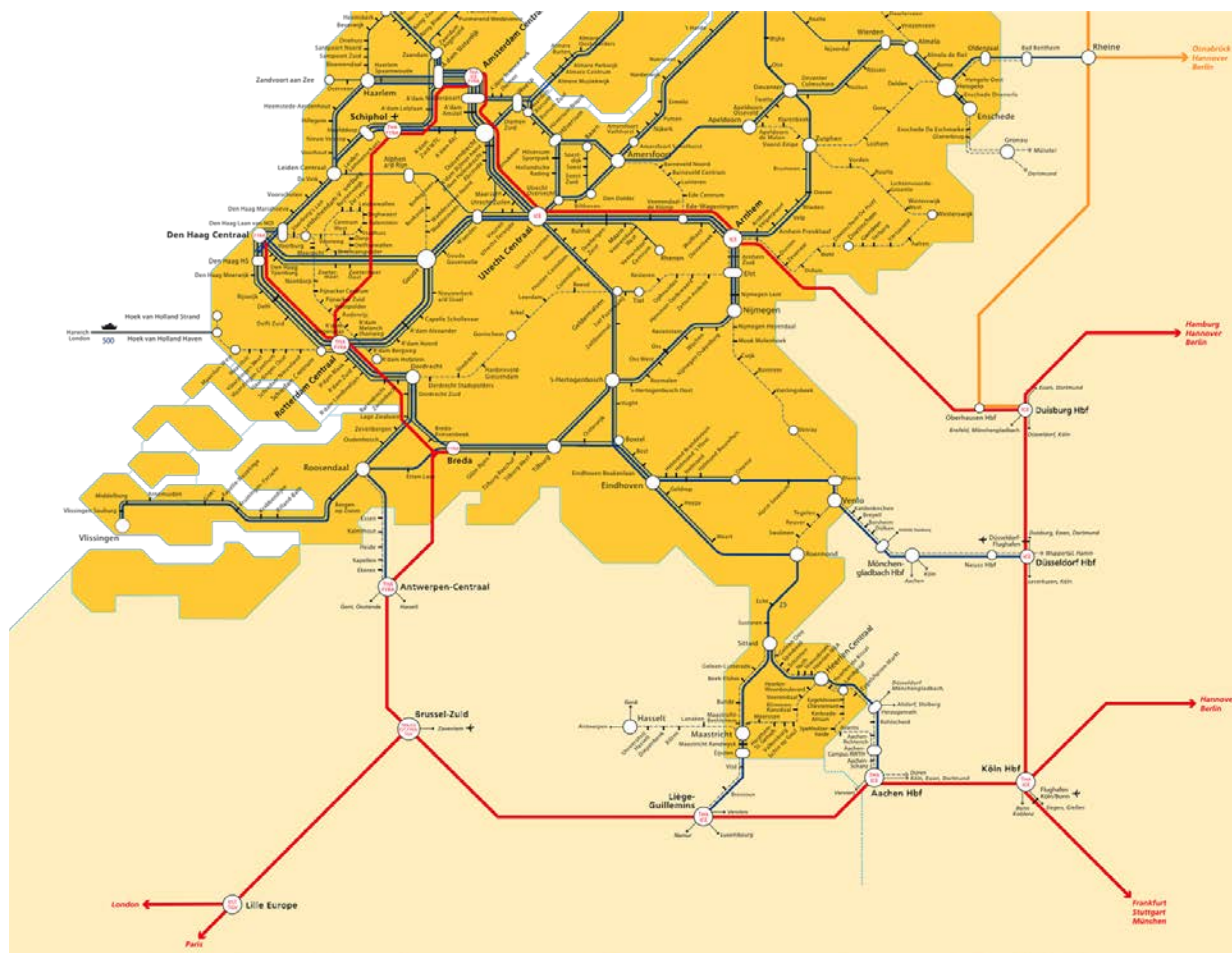


# *‘Seamless Mobility is personal’*

## *‘No passenger is left behind’*



# Change of Organization Change of Law



# Thank you for your attention

Gösta Weber

[www.synaptic-cluster.eu](http://www.synaptic-cluster.eu)  
[www.rock-project.eu](http://www.rock-project.eu)

synaptic  
has received Interreg IVB funding

