VIENNA 2018 TRA
TRANSPORT RESEARCH ARENA
A digital era for transport

It's all about Big Data

7. Transport Research Arena
16.-19. April 2018
Reed Exhibitions Messe Wien
Vienna / Austria

TRA 2018 highlights latest findings in data security

The availability and security of large amounts of data will play an important role in the future of a European transport system. Road users, vehicles and infrastructure are increasingly equipped and networked with sensors, resulting in a wealth of information that can be used for applications such as individual multimodal routing, traffic jam prevention, infrastructure maintenance and the general control of passenger, goods and vehicle flows. At the same time, however, data security requirements are increasing in order to ensure the confidentiality of data and prevent unwanted interference. At TRA 2018, experts will discuss the latest technological developments, but also user acceptance and the resulting opportunities and challenges for the transport systems of the future.

Relevant Sessions

- **STR2.1:** New Digital Technologies Impacting Transport

- **STR2.3:** Transport and Data Security in a Digital Era

- **ST3:** 9.1 Big Data Enhancing Mobility Services

- **ST9:** 5.4 Data Management and Demand Analysis

- **ST11:** 4.3 ICT, Data and Modelling Approaches to Enhance Urban Transport

- **ST15:** 9.2 Digitizing the Transport Systems

- **ST47:** 9.3 Intelligent Traffic- and Transport-Management

Highlights

- **Opening:** first Session of the TRA2018 with EU-Comissioner Violeta Bulc and Federal Minister for Transport, Innovation and Technology Norbert Hofer, keynote speech by futurist Gerd Leonhard

- **Industrial Round Table:** high-level industry representatives discuss challenges of the sector

- **Interactive Zone:** experience latest research trends and findings first hand and connect with other experts in the Networking Zone

- **Side Events:** Gala-Dinner in the ballroom of Vienna City Hall, TRA VISIONS 2018 award ceremonies, several Technical Tours alongside the venue

www.traconference.eu