

## Press Release

TRA 2018 is looking for projects and ideas for its new Interactive Zone!

**The Transport Research Arena will take place in Vienna, Austria, from 16-19th April 2018. The Interactive Zone offers the opportunity to present projects, research results and pilots in addition to the usual conference and the exhibition. Submissions for this Interactive Zone can still be received until 17th March 2017.**

The Transport Research Arena 2018 (TRA 2018), the largest European transport research conference, is this time dedicated to the topic of digitalisation. TRA 2018 offers for the first time the opportunity to make this transformation process for research and implementation-related projects tangible to audiences, in addition to discussing it at a theoretical level. Within the Interactive Zone, companies, research facilities and start-ups will be given the opportunity to demonstrate their results, pilot projects and best practices. "This is a unique opportunity for players from industry and leading research institutes to present themselves on a common stage and in front of an international audience," says Martin Russ, Managing Director of AustriaTech.

AustriaTech is responsible for the implementation of the Interactive Zone and is accepting ideas and submissions for this area within TRA 2018. The first call is still open until 17th March 2017. State-of-the-art indoor and outdoor demonstrations from transport and mobility are being sought. Other suitable formats for the Interactive Zone could be real-time data analysis, test scenarios or test labs involving the participants. The goal is to illustrate and explain complex content and future-oriented solutions.

### About the Transport Research Arena (TRA)

TRA 2018 is the international transport research conference for scientists, researchers and engineers, as well as companies and stakeholders in the field of transport and mobility. Every two years, policy, research and industry exchange ideas about the latest developments and innovations for the design of future mobility systems. The host of TRA 2018 is the Austrian Federal Ministry of Transport, Innovation and Technology together with the Austrian Institute of Technology and AustriaTech.

The main focus of TRA 2018 is on trends such as the digitalisation and decarbonisation of the transport system. The aim is to jointly design future-oriented scenarios using groundbreaking digital and low-carbon technologies that have a positive effect on the lives of people, the transport system and the environment. Further information: [www.traconference.eu](http://www.traconference.eu)

### Contact

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