

It's all about Urban Mobility

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

TRA 2018 illuminates current trends in urban mobility

Urban mobility and public transport are two very important topics that build the technical basis for the development of newer mobility systems. These systems are characterized by a considerable enhancement of decision-making and involvement possibilities for users. The strong trend towards mobility as a flexible service that is not tied to a specific means of transport will be discussed in several sessions during the Technical Research Arena 2018.

Another research topic to be covered during the conference from 16th-19th April 2018 will be the use of augmented and virtual reality for future users and their needs. With this, the focus will lie on the integration of current findings in the planning of railway or underground stations.

Some of more than 600 presentations and posters will also give detailed insights on the possibilities and challenges that arise in the transport of people and goods in urban areas through the use of electrically powered and partially automated delivery vehicles.

Relevant Sessions

STR1.1: User-Centric Mobility Systems

ST7: 4.2 New Urban Mobility Services

ST4: 4.1 Innovative Urban Freight Developments

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

INV3: The New Urban Mobility Ecosystem, CCAV and Urban Planning - Between Vision and Managing Disruption

Highlights

- **Opening:** first Session of the TRA2018 with EU-Commissioner 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

