

INTERTRAFFIC AMSTERDAM

Intertraffic Amsterdam is one of the largest and most influential international trade exhibitions for traffic infrastructure, traffic management, road safety and parking established back in 1972. It provides a comprehensive overview of the products, services and solutions offered by suppliers providing a glimpse into the latest trends and developments.

This year (2014) saw the 22nd edition of Intertraffic Amsterdam in which over 800 exhibitors from around the world (43 countries) displayed their products and solutions on an area of approximately 60,000 m² at the RAI Convention Centre. The Intertraffic show layout was segmented into five topics: Infrastructure, ITS traffic management, safety, parking, and smart mobility.

The central topic of this Intertraffic edition was "Smart Mobility". The emphasis was on urban accessibility, personalised mobility services and making better use of roads; and on the role that advanced technology can play in developing innovative solutions for urban accessibility and traffic flow, with a keen eye for liveability and the environment.

Also, IntertrafficLive, a unique live stream programme straight from the exhibition floor to serve those who couldn't make it to Amsterdam was introduced.

Employees from the Faculty of Transport and Traffic Sciences (Department of Traffic Signalling and Department of Transport Planning) attended the exhibitions. The main aim of the visit was to get the overview of the latest trends in traffic field industry and the development of further cooperation with the industry representatives.

The Department of Traffic Signalling held several meetings with the companies (such as Delta, Road-Vista, EasyLux, etc.) related to the production of equipment for traffic signalization measurement. Meetings resulted in positive outcomes in the terms of cooperation for further development of the online application for reviewing the results of traffic signalization measurements developed by the Department employees, called "Retroreflection".

The Department of Transport Planning held several meetings with companies related to traffic control (Cross Zlin, IMTECH) and traffic safety (Euroblask, Tertu Equipments). Meetings resulted in proposals for future cooperation in education of students and equipping of the Department laboratory. At the meetings, there was also discussion about cooperation in the field of preparing the transport studies and projects.

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