17th ITS World Congress
## 2010 Busan (Korea)

<table>
<thead>
<tr>
<th>Congress Theme</th>
<th>Ubiquitous Society with ITS</th>
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<tbody>
<tr>
<td>Date</td>
<td>25 - 29 October</td>
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<tr>
<td>Venue</td>
<td>BEXCO</td>
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<tr>
<td>Countries</td>
<td>84</td>
</tr>
<tr>
<td>Attendees</td>
<td>39,000</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>215 companies</td>
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</tbody>
</table>
| Organizing Committee Chair | Chullho LIEU  
Korea Expressway Corporation |
| BOD Chair      | Kyung-Soo CHON  
Seoul National University |
| IPC Chair      | Young-Jun MOON  
The Korea Transport Institute |
Overview

During the 17th Busan ITS World Congress, the sessions, exhibitions, showcases, and technical visits were taking place under the theme of ‘Ubiquitous Society with ITS,’ and it was a great chance to experience the cutting-edge ITS technology and to envisage the future vision for ITS.

Especially, the first held Ministerial Round Table provided an opportunity which roads and transportation ministers worldwide gathered together, present their future ITS policies and initiatives and discuss ways to strengthen international exchange and cooperation.

In addition, business matching program for exhibitors were organized for the first time in an effort to help participating companies and ITS research institutes create new business opportunities.

Participants could experience the future vision of u-ITS at the showcase where new ITS technologies were displayed in line with three themes of demonstrations of mobile and network based ITS services, a user-friendly traffic information service, and test-riding eco-friendly vehicles.

Key topics

Ubiquity
Transparency
Trustability
Integrated Goal: Safe, Convenient, and Green Mobility
Ministerial Round Table  (22 Ministers or Vice Ministers from 18 countries)
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Hall of Fame (Shoichiro Toyoda, Russel Shields, Fotis Karamitsos)
Hall of Fame (Shoichiro Toyoda, Russel Shields, Fotis Karamitsos)
Hall of Fame  (Shoichiro Toyoda, Russel Shields, Fotis Karamitsos)
Opening Ceremony
Closing Ceremony (Outstanding Papers Awards)
Technical Tours
Technical Tours
Exhibitions
Exhibitions
Exhibitions
Showcase

11. Traffic Incident VOD Service based on Smartphone

17th ITS World Congress, Busan 2010

VOD of major intersections and emergencies on smartphones
Showcase