

# 11<sup>th</sup> ITS World Congress



## 2004 Nagoya (Japan)

Congress Theme	ITS for Livable Society
Date	18 - 24 October
Venue	Nagoya International Exhibition Hall
Countries	53
Attendees	61,394
Exhibitors	250
Organizing Committee Chair	Dr. Shoichiro Toyoda Toyota Motor Cooperation
BOD Chair	Professor Katsushi Ikeuchi The University of Tokyo
IPC Chair	Professor Takayuki Morikawa Nagoya University



# Overview

Under the theme of 'ITS for Livable Society', objectives of ITS deployment were explicitly categorized and whole events were associated with those categories. These were safety, environmental sustainability and convenience for travellers, which are inherited up to today as safety, sustainability and mobility.

ITS was moving forward from research and development to deployment. Infrastructure for electronic toll collection and real-time traffic information systems were being implemented. The key to successful deployment was identified as acceptance by the general public to purchase on-board equipment. Therefore, a variety of events for the general public and media were planned and implemented, such as special exhibition for hand-on experiences of ITS services named as 'ITS World', showcases of the state-of-the-art ITS technologies, and open panel discussions involving citizens and local government officials.

As a new trial on the format of the ITS World Congress, interactive session was introduced. Among the accepted technical papers, researches better suited for face-to-face discussion in front of a panel with samples or small demonstration rather than oral presentation were picked by the International Program Committee. A group of reviewers with expertise in the area of the session were organized and the best paper was selected and awarded.

The Congress was closed on the third day because a powerful typhoon directly hit the Nagoya area. All sessions, exhibitions, showcases, and associated events scheduled for the day were cancelled. It was an unforgettable experience especially for the visitors from countries without such natural disasters.

## Key topics (Plenary Sessions)

ITS for Livable Society

Building on Lessons Learned

International Cooperation   Global eSafety



# Ceremony

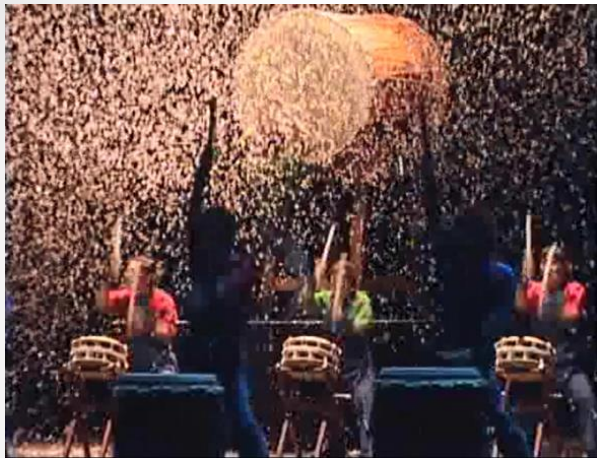


# Ceremony





# Ceremony

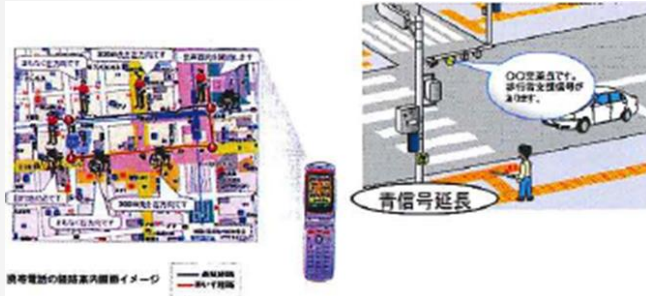


# Ceremony

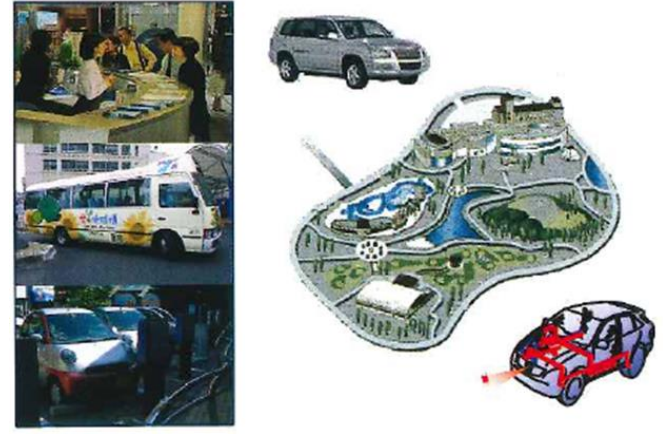


# Showcase / Technical visit

## Nagoya Tour of Environmental City Driven by Eco-points and ITS for Pedestrians



## Street Value Adventure in Toyota





# Showcase / Technical visit

## ITS Safety Front Line Tour



## Multipurpose DSRC Experimental Site in Nagoya



## Tour of the Advanced Traffic Control System



## Intelligent Public Transportation and Vehicle Operation Management



# Showcase / Technical visit

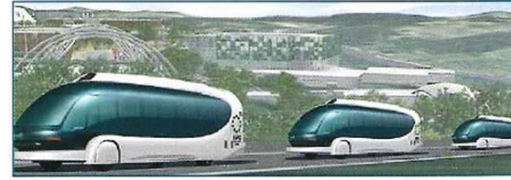
ITS Information and Communications Experience Tour



Every Car is Connected via the internet ITS



Expo 2005 AICHI, JAPAN ITS Tour



Central Japan International Airport Tour



# Technical Tours





# Technical Tours



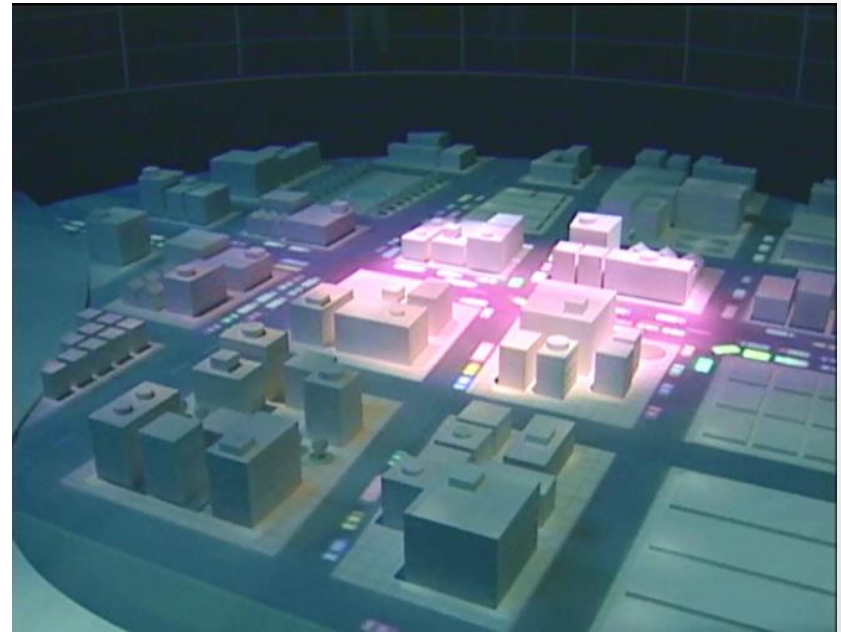
# Exhibition to promote awareness of general public

ITS World exhibition

Video presentation, scale models for technical explanation, and real equipment and vehicles were shown for educational purposes.

1) Georama Theater

Traffic flow and data exchange were shown on the 3D model explaining operational mechanism of ITS.





# Exhibition to promote awareness of general public

## 2) ITS City

Real operations of ITS services were demonstrated with real equipment, vehicles and skits by volunteers.



## 3) ITS Dream Theater

Short movie illustrating future life of a family supported by advanced ITS services were shown.



# Public Day

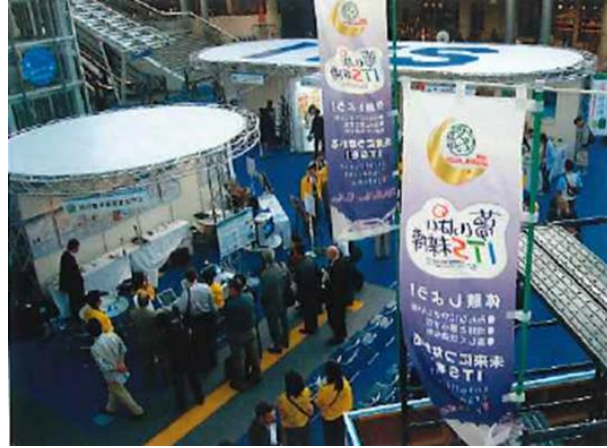




# Public Day



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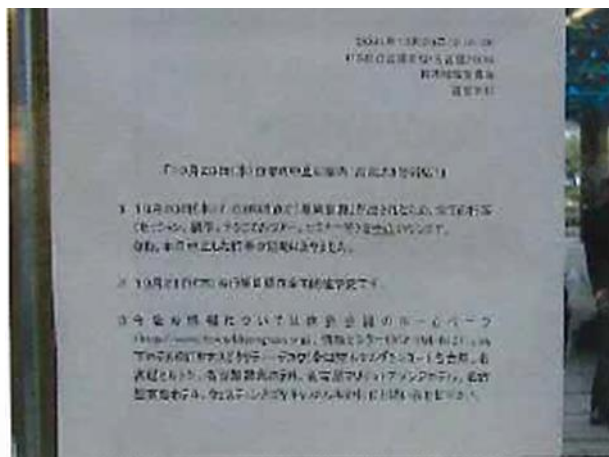


# Public Day





# Typhoon



# See You Again

