

17th ITS World Congress



2010 Busan (Korea)

Congress Theme	Ubiquitous Society with ITS
Date	25 - 29 October
Venue	BEXCO
Countries	84
Attendees	39,000
Exhibitors	215 companies
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)



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Opening Ceremony



Closing Ceremony (Outstanding Papers Awards)



Technical Tours



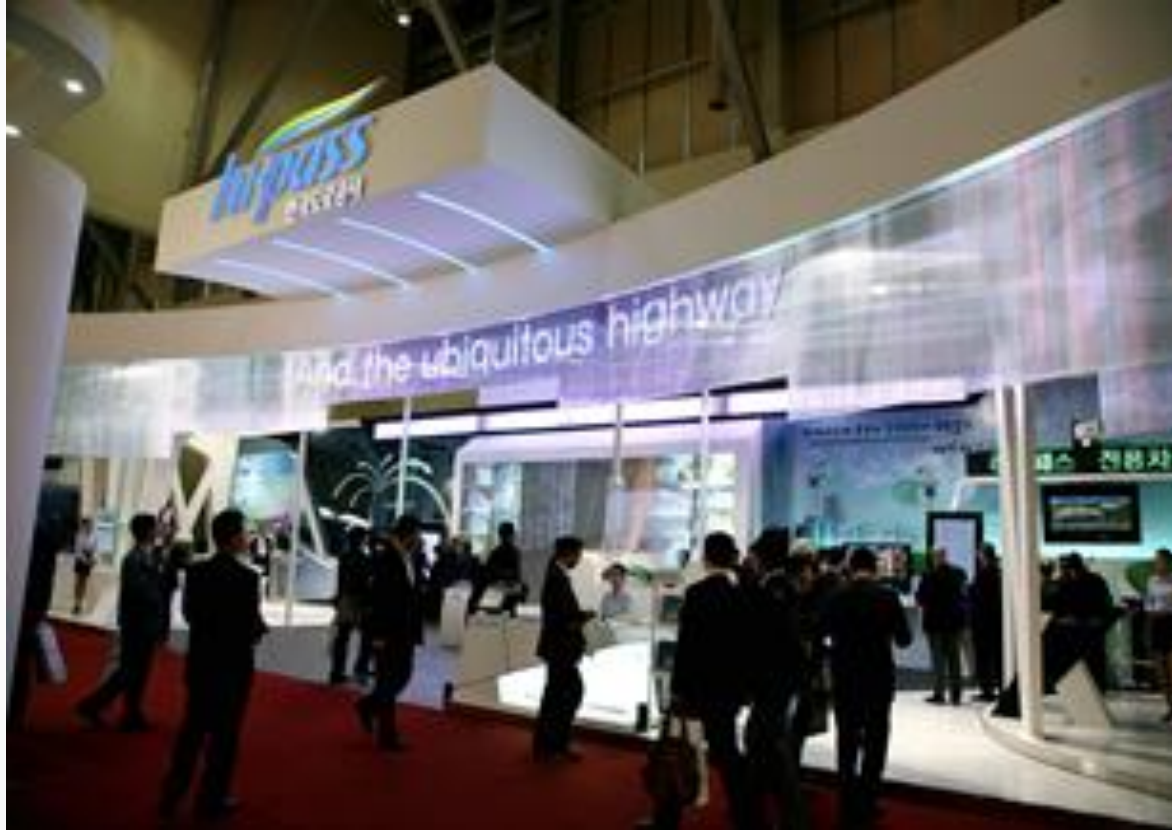
Technical Tours



Exhibitions



Exhibitions



Exhibitions



Showcase

11. Traffic Incident VOD Service based on Smartphone

17th ITB World Congress, Busan 2010

46 km/h

VOD of major intersections and emergencies on smart phones

Showcase

