

CONFERENCE NEWSLETTER #1 - JUNE 2009

The Podcar City Team:



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INVITATION TO PODCAR REALITY

The time has come for reality in the Podcar Industry. This year we go from idea to implementation, from dream to reality. Today we have two Podcar systems being installed, Heathrow and Masdar. Three full size test tracks, Ultra, 2Getthere and Vectus, and several coming around soon. We have at least a dozen cities around the world seriously investigating feasibility with high profile research institutes in transportation & energy supporting them.

The Podcar City : COP 15 Conference in Malmö (just a bridge away from the huge COP 15 conference in Copenhagen) is a display of the next phase in the Podcar evolution. For the first time we will have first hand experience of using the systems, and be able to compare with the Morgantown system. This is the first time we know more things from experience, and speculate less. How does it feel to ride a Podcar? What do the owners think? What are the experiences and surprises from an operations point of view? The visual impact and urban integration, what are the lessons from those fears and hopes?. Questions and hopefully a lot of answers we look forward to hear all about.

A Warm Welcome! to the Podcar City Conference December 9-10 in Malmö, South of Sweden from IST, The Cities of KOMPASS, ATRA and all Sponsors and Participants from the Podcar City : COP 15 Team

About the Conference

The conference will be held in Malmö Högskola (College) just a few minutes away from the central train station. It starts with an Icebreaker December 8 at Turning Torso, a beautiful landmark designed by the Spanish architect Calatrava. The two next days are focused on these exciting themes:

Wednesday Main Program State of World Mass Transportation and Possibilities

The world is facing massive changes the coming 20-30 years in energy & transportation. A broad international view from all parts of the world is presented and discussed with key speakers from World Bank, Association of Peak Oil, Solar Energy Expertise, US DOT, EU DG Tren and more.



Implementation, Operation and Findings

What are the experiences from running test tracks, and how did the first pilot systems perform? The Morgantown system is expected to expand, what can we learn from 35 years of operation and public interaction? A crucial part is of course financing, what are the main arguments for the owners and operators of these systems, did the expectation collide with reality? All major manufacturers, operators and system owners will be present to present their experience together with outlook from transit planning consultants and city planners.



*December 8
Icebreaker at Turning Torso, Malmö*



Conference at Malmö Högskola



The Nano Car – Bliss or Threat?



Thursday Morning

Track S

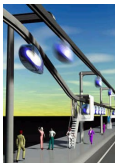
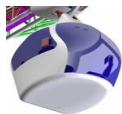
Sustainable Cities and Living - KOMPASS Invitation together with Real Estate Developers & Energy Companies

How can we apply sustainable transportation with Podcars and more into sustainable living? One thing is to implement a system into a new urban development, but most of us live in mature and sensitive environments. The KOMPASS network of Cities in Sweden together with Real Estate Developers invites you to an open forum with space for critics of Podcar Technology.

Nätverket KOMPASS

Both days Exhibitor Display

Just outside the conference you will find a display of Exhibitors and a Full Size mock-up Podcar Station! A full list of exhibitors will be presented at the Conference Homepage.



BEAMWAYS



Track R

Research and Innovation

So now what? What are the next steps, and what new studies are needed? A series of computer aided tools for planning, visualization, simulation and financial analysis is growing into the feasibility and implementation process. Issues about compability, ways of planning and measuring the results will be discussed. System developers and Research Institutes from California, NY, Italy, UK, EU, Sweden, Denmark and more will present their work.

This track is presented in cooperation with Advanced Transit Association, USA and Swedish Rail



Sustainable Transportation, the City and Podcars

The way we live, work and travel has a tremendous impact on our footprint on earth. We are very well aware of that our way of using energy for extensive travel is not sustainable. As the developing world aspires to clone the western style of life with cars, roads, and urban sprawl, the drawbacks of the car centered everyday travel becomes even more obvious.

As humans we can do better. We can significantly change our way of living and getting around using intelligent planning and sustainable technology and in the same time increase our quality of life.

This conference is about the situation today from the whole world, the current challenges and the ideas for the future.

Program (preliminary) and Fees

Note: Some speakers yet to be confirmed.

MASDAR



WEDNESDAY DECEMBER 9

- 8.30 Press conference
9.20-9.45 **Coffee and Registration & Exhibitor Display**
9.50 Moderator & Management presentation, KOMPASS, Sponsors
10.00 **Official opening**, Mayor of Malmö, Swedish Secr. of Transport

*** MORNING THEME– State of World Mass Transportation and Possibilities**

- 10.15 CO2 Transportation and the Energy – TBA, UN Energy Council
10.40 The Nano – Bliss and Threat – TBA
11.05 Three Podcar Cities – K. Dahlström, Swedish Ministry of Enterprise
11.25 The Silicon Valley Challenge – TBA, San Jose, USA
11.45 Industrial Outlook for Podcars - Nick Ford, Frost & Sullivan, UK
12.05 ***** **Lunch** *****

OSTERSUND



*** AFTERNOON THEME – Implementation, Operation and Research**

- 1.10 ULTra at Heathrow – NN, BAA
1.35 Podcars at Masdar – NN, 2Getthere Netherlands / Systemica, Italy
2.00 Vectus system in Uppsala – Jörgen Gustafsson, Vectus
2.25 Morgantown 35 years of operations, Visakha Maskey, WVU USA
2.50 Panel debate – Moderated by NN, EU DG-Tren

3.00 Exhibitors Display & Coffee

- 3.30 Open Source Control Software – Gabriel Elkaim, Prof. UCSC
3.45 Modelling travel data- G. Tegnér, WSP
4.00 Modelling and Software Innovation – Prof. Ingmar Andréasson
4.20 Uppsala Virtual Travel Center – Prof. Crista Lopes/ CJ Engström
4.40 Day 1 Panel Discussion - Moderator David Muyres, CWR

7 PM - DINNER with sponsor presentations and special entertainment event
Keynote Speech by Environmental infomer TBA

THURSDAY DECEMBER 10

TRACK S 9.00-1200 KOMPASS & Real Estate invitation to attending Cities, EU DG-Tren, US DOT Program TBA.
TRACK R 9.00-12.00 ATRA Invitation for Future Research and Innovation. Program TBA.

AFTERNOON – WORLD OUTLOOK

- 1.10 Health Effects on Transport – NN, WHO
1.35 DG Tren Program for Sustainable Transportation – NN, EU
2.00 DOT Program for Sustainable Transportation – NN, DOT USA
2.25 World Bank Program for Sustainable Transportation – NN, WB
2.50 Let's work together – Christer Lindström & Magnus Hunhammar

3.00 Exhibitors Display & Coffee

3.40 FINAL PANEL DISCUSSION – Moderator Hans Lindqvist, KOMPASS

Fees and Discounts:

Full Conference

SEK 6900 / €690 / \$795

ATRA/IST/ULI/Univ. and KOMPASS

SEK 4900 / €490 / \$595

Discounts available for early registration, please see homepage. The fees includes Lunch and Dinner meals on Wednesday.

For additional options and prices, please visit conference homepage

NOTE: We have VERY limited access to Hotel Rooms due to the huge COP 15 Event. To guarantee a room we strongly recommend to register already IN JUNE!