

itsoneews

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The ITSO Street (stand L30) includes both suppliers and operators who are coming together to show how ITSO is being implemented. A live demonstration will use two concessionary passes from two schemes (Cheshire County Council Travelcard and NoWcard) and visitors will be able to use these cards on equipment from both operators and view what happens to the data from those transactions. What makes this demonstration special is that competitive commercial organisations are working together to demonstrate how the creation of a single specification benefits everyone.

In an industry bedevilled with proprietary solutions, this says a lot and explains why ITSO is beginning to attract attention from overseas. A recent delegation came from Finland to conduct an in depth study of

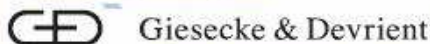
ITSO; Hungary have done the same and are in the process of joining ITSO. Translink in Holland and Calypso Networks Association in France have been amongst a number of countries studying our Certification methods. Further afield South Africa have specified ITSO in recent procurements. VdV, the German Public Transport Association, have been looking to increase cooperation between ITSO, themselves and other comparable organisations across Europe, and ITSO and VdV have jointly approached the European Commission for support.



London, United Kingdom
ITS World Congress
8-12 October 2006

LONDON 2006 *ITS: Delivering Transport Excellence*

Providing solutions for integrated travel



Concessionary



Commercial

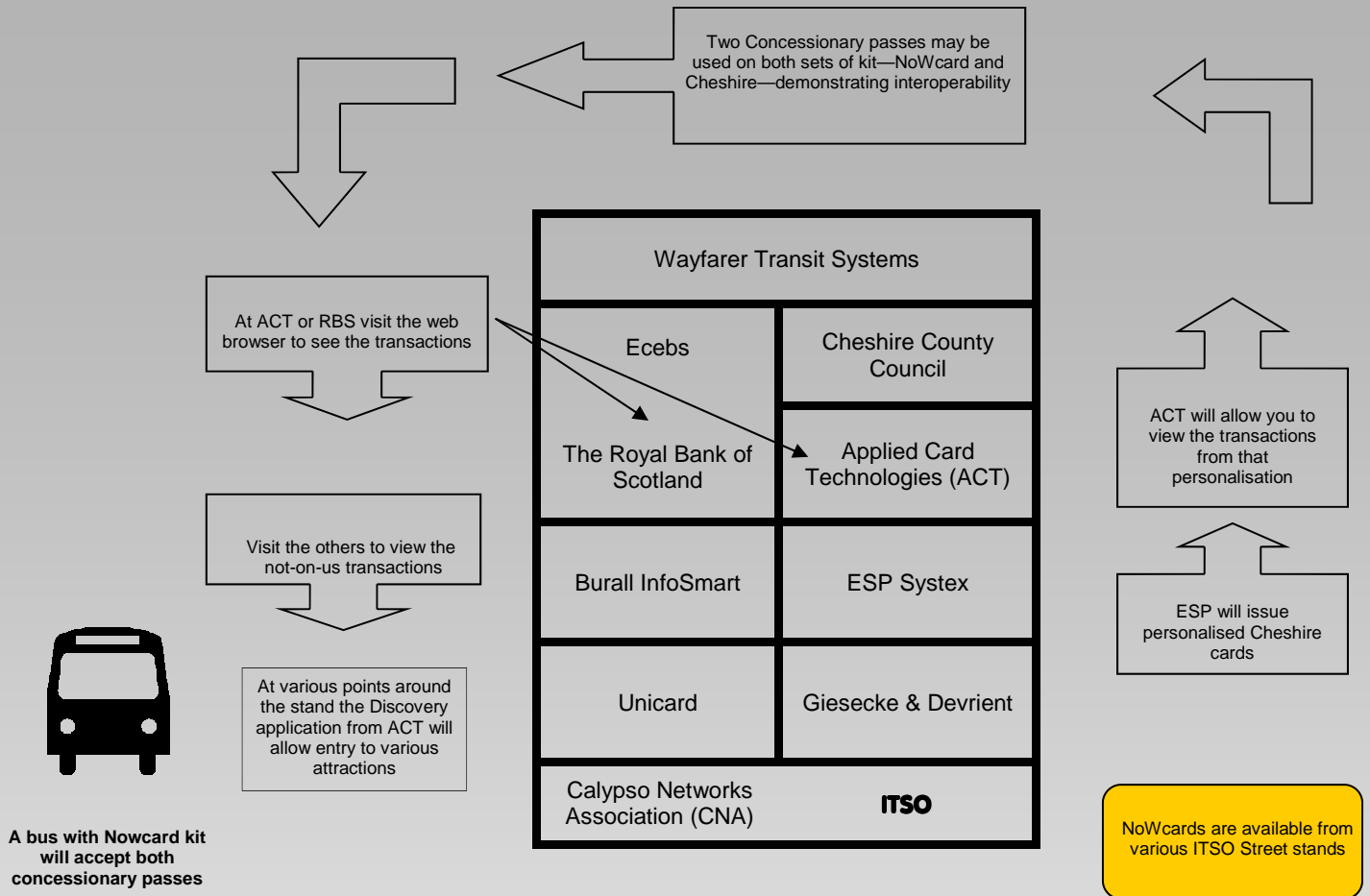


Multimodal

Visit ITSO Street stand
at ITS World Congress 2006,
London

L30

Demonstrating how ITSO can provide the 2008 English national concessionary travel scheme solution



ITSO is a non-profit membership organisation run by its members for the benefit of its members and users of smartcard solutions in transport and other areas, supported by UK Department for Transport. The aim of the ITSO Street is to demonstrate interoperability of customer media and applications live.

Applied Card Technologies Ltd (ACT) will be demonstrating its ITSO portfolio, including the world's first certified ITSO Full HOPS (AMS). Guests are invited to see how ACT's Full HOPS (AMS) system interacts with other aspects of a live ITSO scheme. ACT's Full HOPS (AMS) is currently being deployed across the country and 5 of the 7 schemes exhibiting at the ITSO street use ACT technology. ACT's extensive experience in deploying world wide multi-application smart card systems means ACT have the knowledge and experience to deliver a successful ITSO scheme.

Burall InfoSmart, an early adopter who became the first company to have both software and customer media certified. InfoSmart recently launched iGo, a combination of photo ID and contactless card to produce a two-part travel document operating in contactless mode.

Helen Mitchell, Travelcard Development Officer for **Cheshire County Council**, explains that Cheshire is one of the authorities pioneering the ITSO standard. 'We are in the process of rolling out on-bus applications looking at both commercial and concessionary ticketing.' The Cheshire stand has been opened up to other public and private sector emerging ITSO schemes, including Nottinghamshire and LivSmart.

Calypso Networks Association (CNA) is an international non-profit membership organization. It manages specifications which describe how to perform a contactless transaction in a secure way, and promotes the

technology worldwide. These specifications are open to any supplier and intend to insure the durability of service provider and supplier investment. A demonstrator will show ITSO transactions using a Calypso Card with an ITSO shell.

Giesecke & Devrient manufacture on three continents and supply contactless cards to operators such as Washington (DC) Metro, People's Bank of China and London's Oyster card, which delegates to the World Congress will have the opportunity to use first hand. They also have a range of ITSO accredited cards.

The **Royal Bank of Scotland** and Scottish software specialist **Ecebs** provide a modular managed service under the HOPS brand. David Braddock of Ecebs says the RBS and Ecebs teams will be showing existing transport-related products and will be available to discuss emerging industry challenges and solutions. As well as specialist ITSO-expertise, from the teams responsible for ISAM design, the design and operation of the central ITSO Security Management System and delivery of the RBS HOPS service, RBS and Ecebs will demonstrate real-world knowledge of leading edge payments developments.

Unicard is a leading provider of smart card management solutions and services to transport and multi-application. Their offering is built around a smart card scheme management software suite covering card management, transaction management, card production, smart card testing and 3rd party application integration software.

Wayfarer Transit Systems, an integrated systems provider, which offers complete solutions for fare collection and management information needs, will be demonstrating their ticketing machines and depot equipment as used in two live schemes NoWcard and Cheshire.