

# Smart Cities need Smart Public Transport

Jost Geweke  
ATRON electronic GmbH  
Zagreb, 17.4.2018

# People work for People



At 5 locations in 5 countries

200 people from 12 nations

1/3 female und 2/3 male

45 % of the staff working in hardware and software development



## ATRON Group

General Managers:

- Barbara Brunner
  - Anton Tomov (Founder)
- 
- Turnover 2016:  
30 Mio. Euro
- 
- 40 years of experience in  
the European public  
transport sector



# Our solutions we are really strong in....

## Ticketing



## ITCS



## eTicketing



## Passenger Information



**Change to smart mobility: it is not the question whether, it is only the question when and how. And it is an issue concerning everybody.**

**51 hrs traffic jam/yr:  
Munich is German  
jam capital**

Fine dust alarm, permanent traffic jams, hunt for parking lots and nearly no space for bikers and walkers

## A Variety of Press Headlines 2018

**Smog in Beijing:  
Living without air  
and sun**

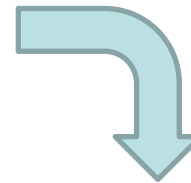
***Paris bans cars from  
the inner city***

**Munich proudly presents first electric  
drive buses**



# The Way to Traffic 4.0

The traffic triangle today



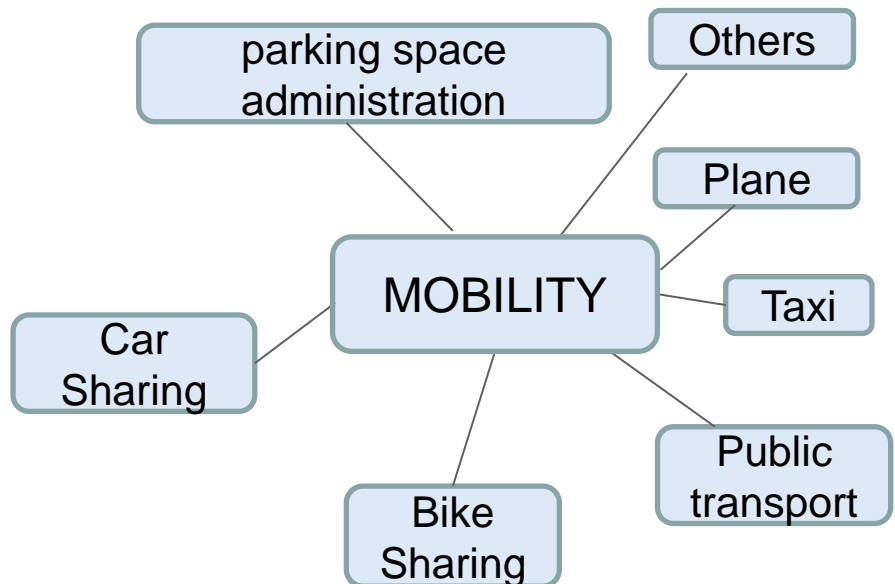
Develops into multimodal traffic in the Smart City



# Conditions for multimodal traffic

one of many possible innercity visions :

- Right of way for bike and walkers
- Carsharing – share, not own
- Multimodal traffic



**Whichever the visions and prioritisations will be:  
The complete functional networking and complete  
transparency in the public transport will be  
necessary.**

# Jobs become more demanding

- Number of duties for dispatchers are increasing
- Tasks become wider-ranging
- Complexity of tasks is climbing
- Increase of expectations (passengers, society, transport company)
- Workload is rising



..... Please let us keep our people happy with and on their jobs.



Cities become smart for the people living there.



Let us keep in mind to what extent our customers want to be smart. Change will take time.



ATRON in Europe means 40 years of experience in making public transport smarter. We will be pleased to support the Croatian cities and their public transport to belong to the smartest in Europe.

