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Getting PT information to car users.

9292 as PT data provider for On Board Units in cars

Stefan Hulman,
CEO at 9292 in The Netherlands

9292 is de merknaam van REISinformatiegroep bv

partner
van

**NEDERLAND
BEREIKBAAR**



Presentation

- **9292: from 1992 to 2011**
- **Current developments**
- **PT information in cars**

9292: The start



- September 2nd 1992 (9-2-92)
- 9 call centers
- App. 9 Mio itineraries in 1993
- 100% service via telephone
- Founded and owned by PTO's
- Subsidized by Ministry of Transport

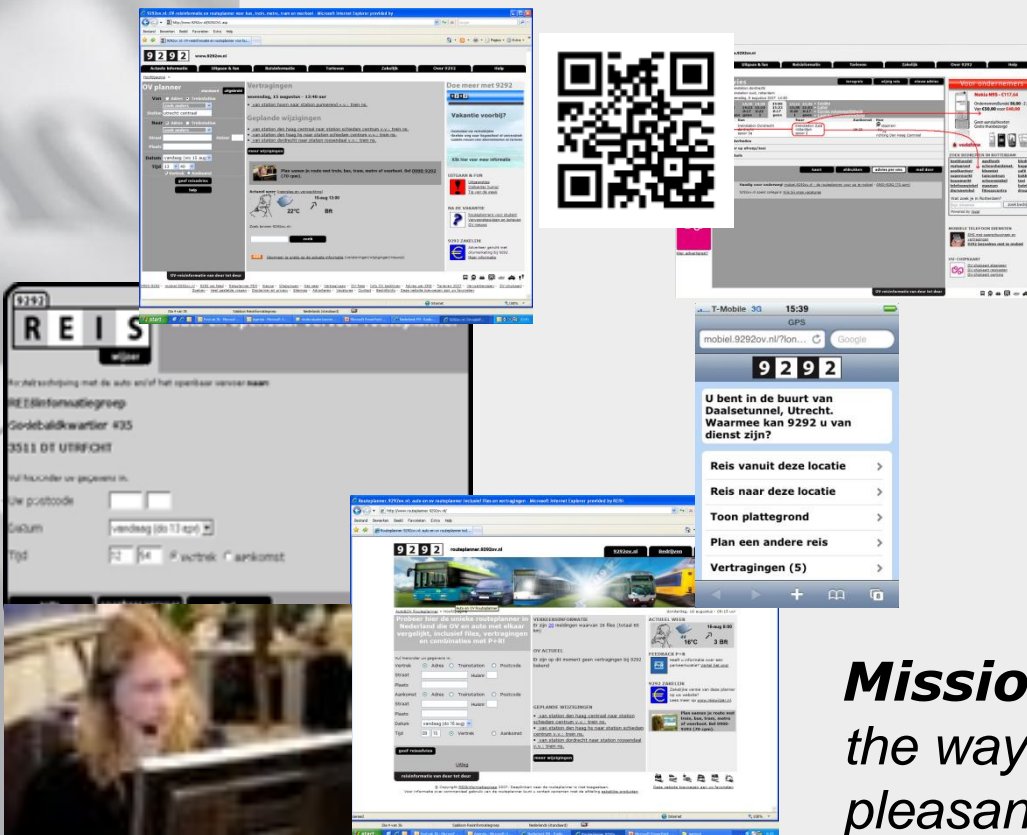
Mission then: show people the way by Public Transport from door to door in a pleasant and efficient manner

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9292: today

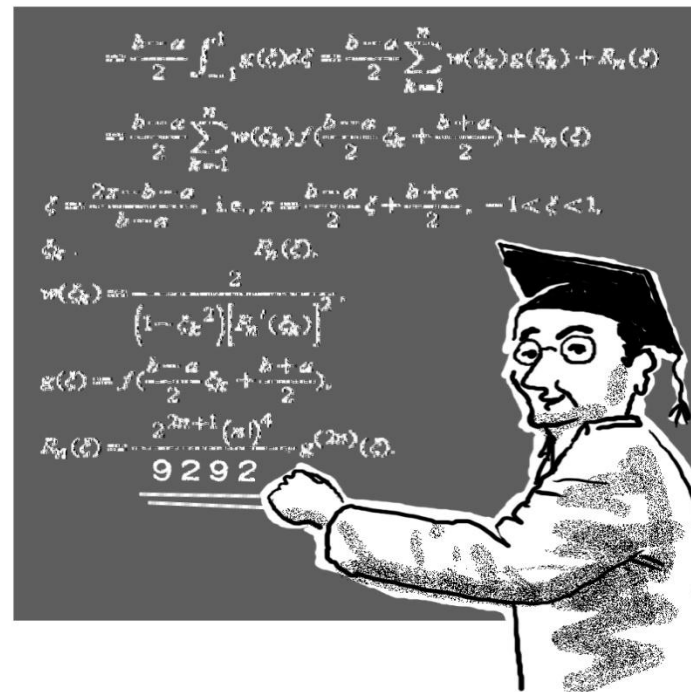
- Over 130 million itineraries in 2010
- 1 callcenter (1%)
- 90% Internet company
- Integrated travel information from street address to street address
- Car & PT comparison
- Additional services for authorities and PTO's
- Strong growth in Mobile channels
- Strong PT user satisfaction: 8 out of 10



Mission now: show people the way from door to door in a pleasant and efficient manner



9292 Proven concept: MISS*



$$= \frac{b-a}{2} \int_{-1}^1 g(\xi) d\xi = \frac{b-a}{2} \sum_{k=1}^n w(\xi_k) g(\xi_k) + R_n(g)$$

$$= \frac{b-a}{2} \sum_{k=1}^n w(\xi_k) f\left(\frac{b-a}{2} \xi_k + \frac{b+a}{2}\right) + R_n(g)$$

$$\xi = \frac{2x-b-a}{b-a}, \text{ i.e., } x = \frac{b-a}{2} \xi + \frac{b+a}{2}, \quad -1 < \xi < 1,$$

$$\xi_k = \xi_k, \quad R_n(g).$$

$$w(\xi_k) = \frac{2}{(1-\xi_k^2)^2 [P_n'(\xi_k)]^2}$$

$$g(\xi) = f\left(\frac{b-a}{2} \xi_k + \frac{b+a}{2}\right).$$

$$R_n(g) = \frac{2^{2n+1} (n!)^4}{9292} g^{(2n)}(\xi).$$

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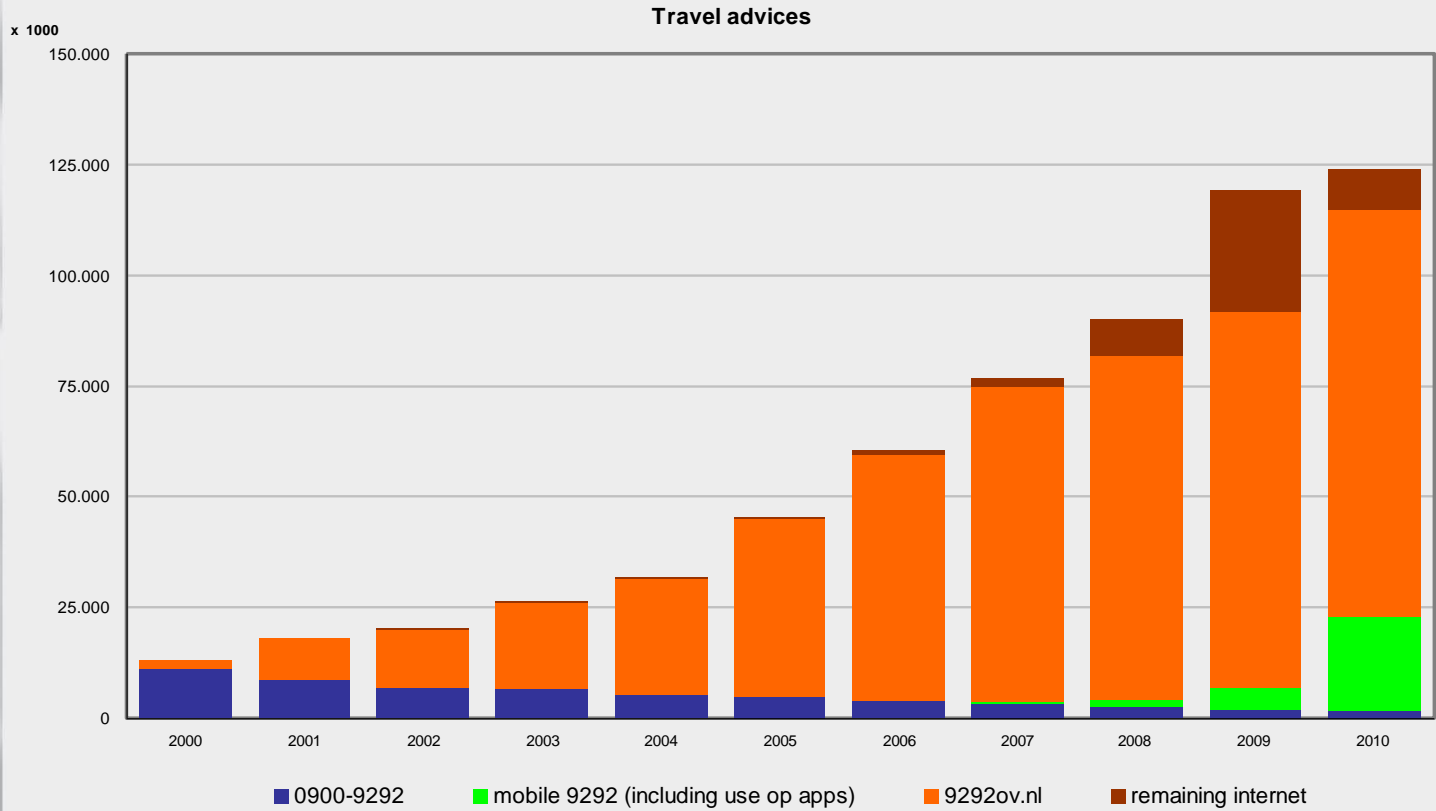
* Make it simpel & sound

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9292: The results

Number of itineraries per Year

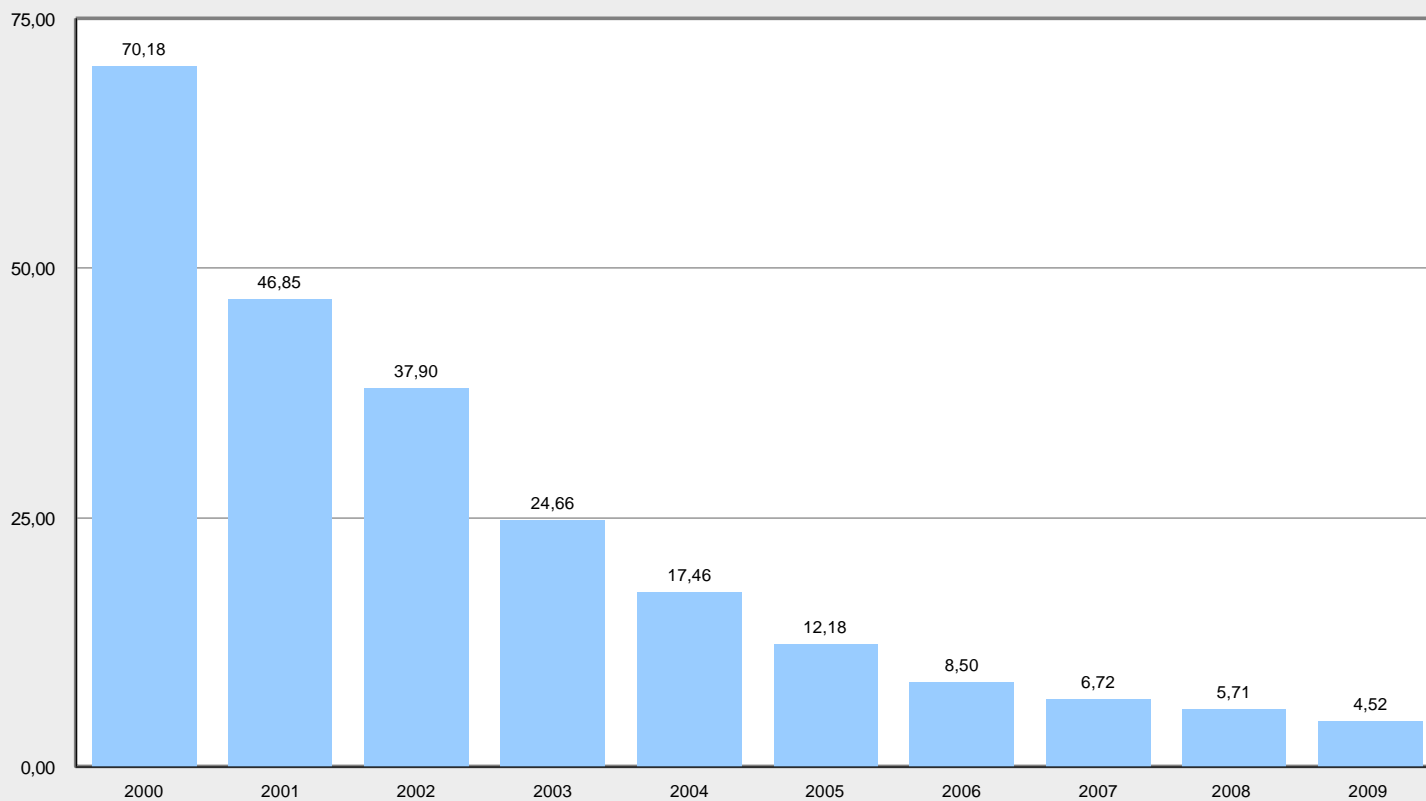


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9292: cost per itinerary

Cost per travel inquiry in eurocents



bron: CFP



Current developments (1)

- **Open Data by 9292 <-**
- **Growth Mobile services; new technologies**
- **Real-time PT information**
- **Better Incident information to the public**
- **And... Multi-modality – integrated travel information (car and bike) <-**
- ***The continuous drive for a seamless travel experience***

Current Developments (2)

Open PT Data, available at 9292

The 9292 Database will become an open data source:

**goal: to achieve more and better PT information services to the public.
Enable innovation by others.**



Current Developments (3)

Open PT Data, available at 9292

Current actions:



Create a standard open data license (with Google and PTO's)

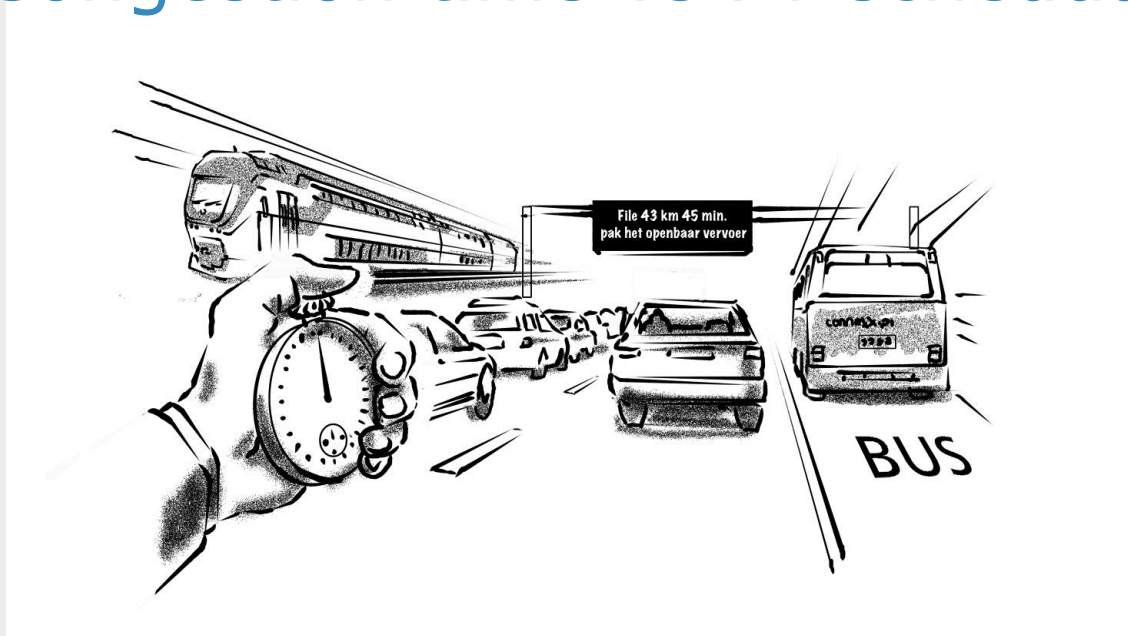
Determine which data set is required (input from government)

Organisational & technological requirements

PT information in cars

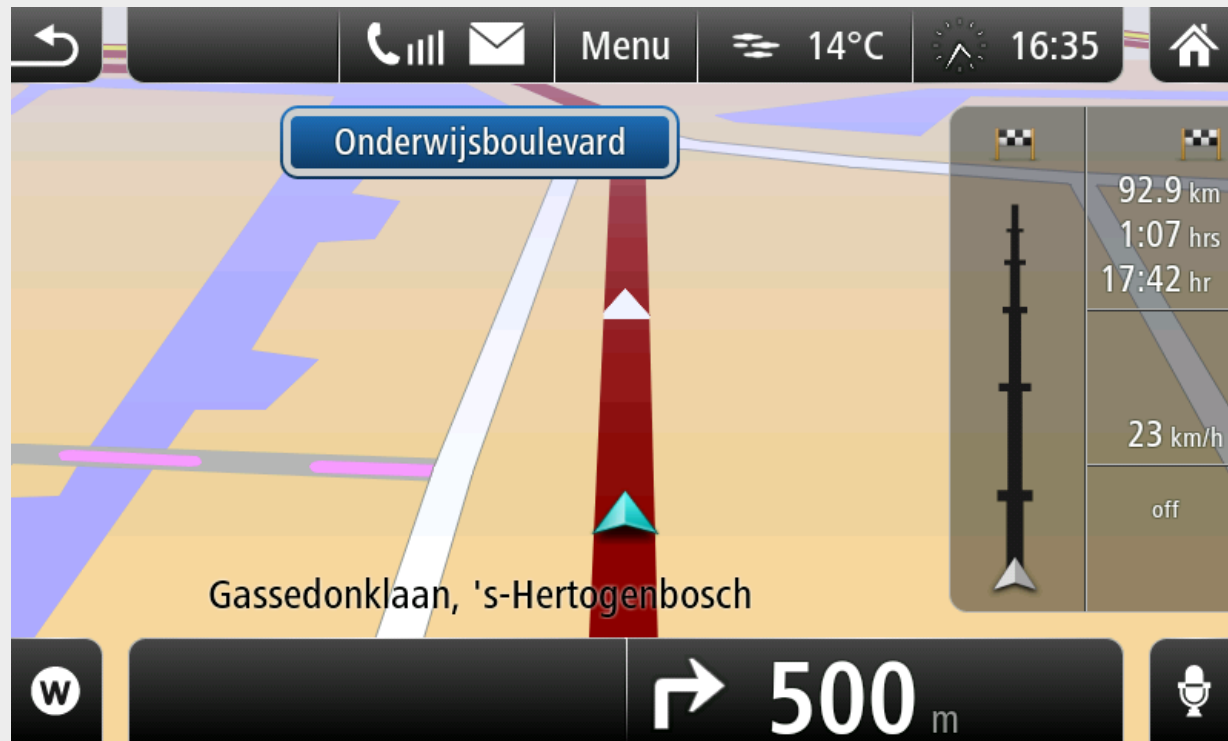
- **Partners: Fourtress & Tom Tom**
- **Public funding**

Congestion time vs PT schedual



PT information in cars (1)

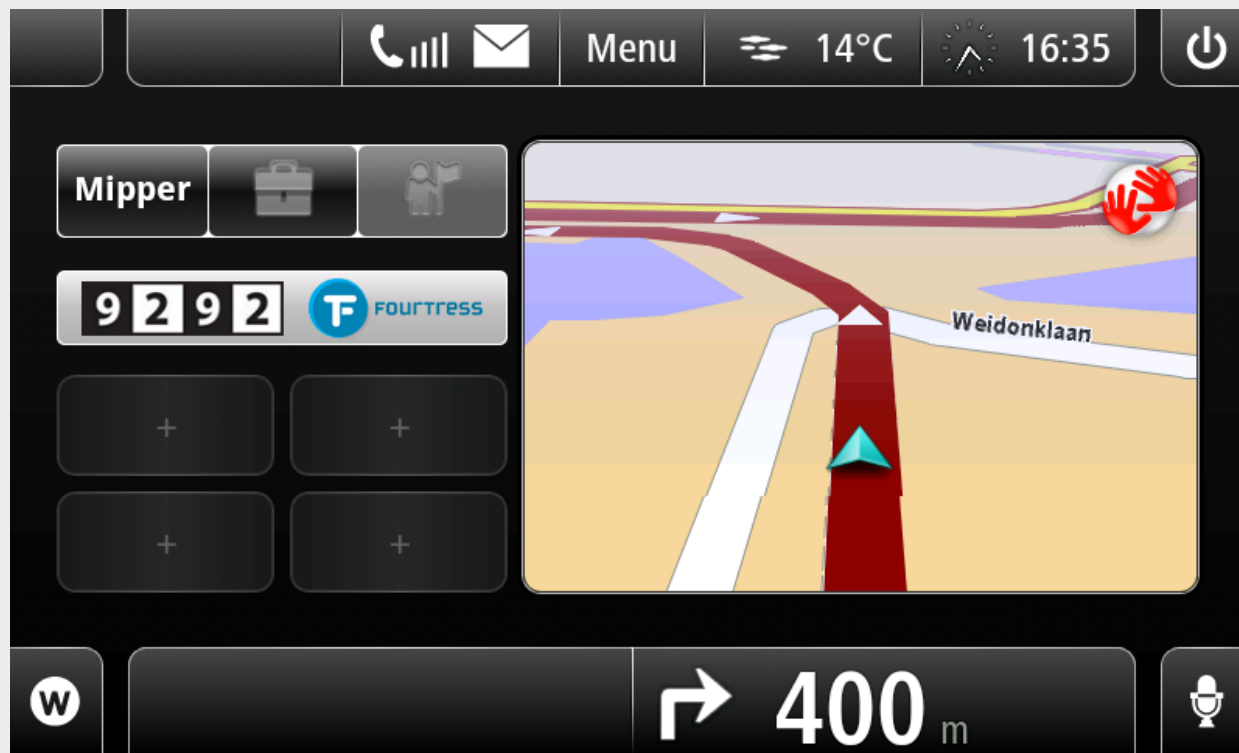
How to tempt car users into PT?



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PT information in cars (2)



PT information in cars (3)

⚠️ 16:36

From: Weidonklaan, 's-Hertogenbosch, Netherlands

To: Dam Amsterdam 92.97km €32.54 17:43A

P 1h P 24h

's-hertogenbosch 1.94km (3a) Intercity, Intercity, Metro	€0.68 16:41A €12.80 17:07D €14.98 €25.98 €13.48 18:18A
Vught 4.84km (3a) Sprinter, Intercity, Metro	€1.70 16:46A €12.80 17:09D €15.64 €23.64 €14.64 18:32A
's-hertogenbosch oost 5.27km (1) Sprinter, Intercity, Intercity, Metro	€1.84 16:45A €12.80 17:27D €15.64 €23.64 €14.64 18:47A
Rosmalen 1.94km	€0.68 16:41A

INVITATION FOR DECISIONMAKERS: Interested?

Come and experience the device

- Meeting and live demo on 18 October in Amsterdam
- Help create critical PT information mass
- Become part of a European Car/PT Planner
- More info: Johan.van.ieperen@uitp.org and 9292 colleague bmunnik@9292.nl
- Don't miss this opportunity!

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9292: now and in the future Guardian Information Angel



Thank You for your attention!

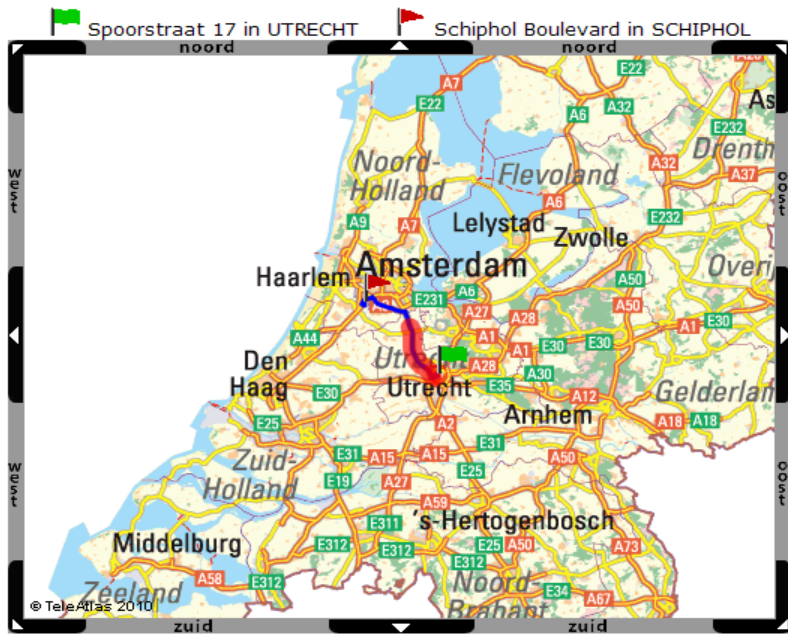


- **Stefan Hulman, CEO**
- ***shulman@9292.nl***

Scan this QR code

Autoroute mogelijkheden

Datum: 7 juni 2010
 Vertrek: Spoorstraat 17 in UTRECHT
 Aankomst: Schiphol Boulevard in SCHIPHOL
 Vertrektijd: 07:30



type kaart detail niveau
 hele route vertrek aankomst straat wijk plaats gemeente provincie land

Afstand: 48,2 Km

Zonder files Met veel voorkomende files*

Vertrek:	07:30	07:30
Aankomst:	08:08	09:13
Reisduur**:	0:38	1:43
Vertraging***:		1:05

9292 onderweg

MOOI OV



[OV Safari](#)
[Speel 9292 the game](#)

LINKS



[Meer interessante sites!](#)

Tip: Parkeren op Schiphol
 Vroegboekkorting: Parkeren vanaf €4,32 per dag. Reserveer snel!
www.Schiphol.nl/SmartParking

Parkeren op Schiphol
 Binnen 3 minuten in de vertrekhal, veilig, goedkoop & gratis shuttle.
quickparking.nl/parkeren-schiphol

Lang Parkeren Schiphol
 Tip Goedkoop Lang Parkeren Schiphol 3 Min. Shuttle. Al v.a. € 4.50 p.d.
www.TravelParking.nl

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