



Demand Management - Sustainability in Urban Traffic Management

Use Case Vienna

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How can we achieve a sustainable change in Traffic Management?

1

Traditional but integrated Traffic Management

... to increase efficiency using the existing infrastructure.

**Traffic
Management**

2

User centric Traffic Management & Connected Driving

... to make traffic management more relevant to the users.

&

**Demand
Management**

3

Fair & flexible Pricing and Incentive Systems

... to secure a sustainable impact.



User centric Traffic Management & Connected Driving

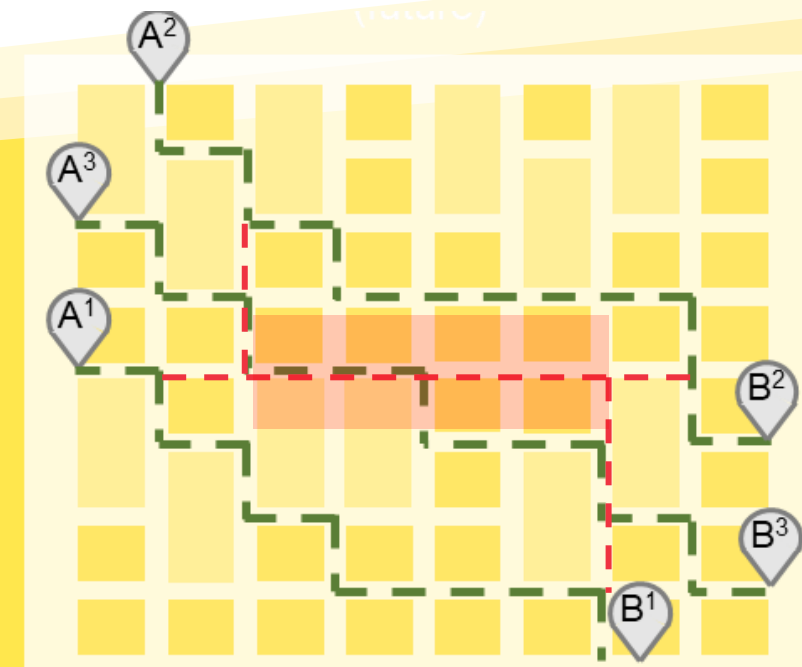
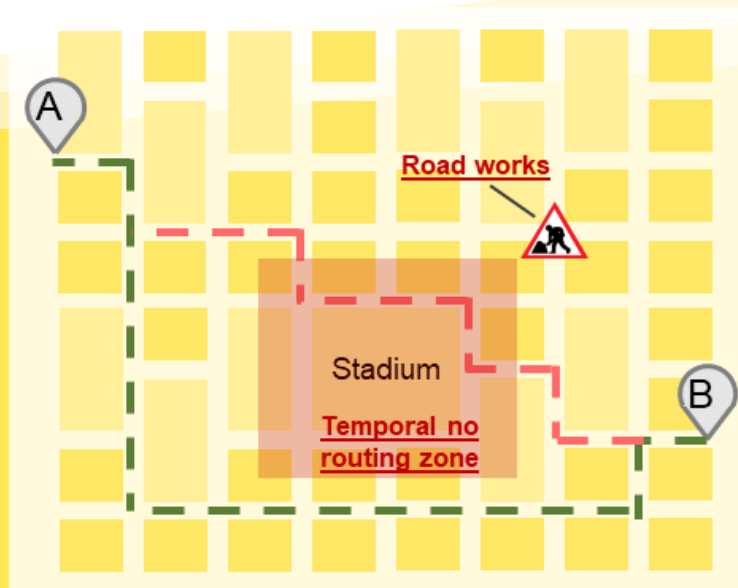
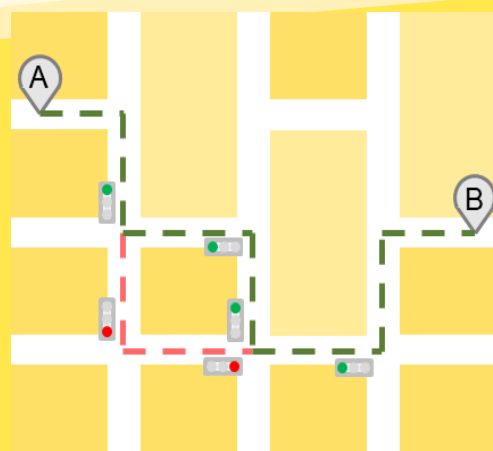
Driver assistance systems linked to the infrastructure.



Green navigation linked to traffic lights

High fuel and emission savings

High time savings





User centric Traffic Management & Connected Driving

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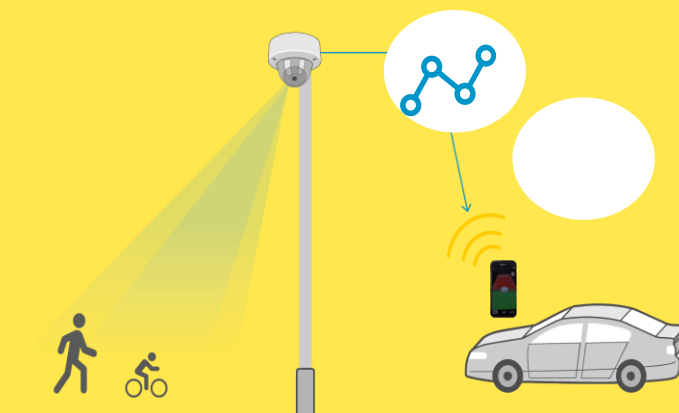
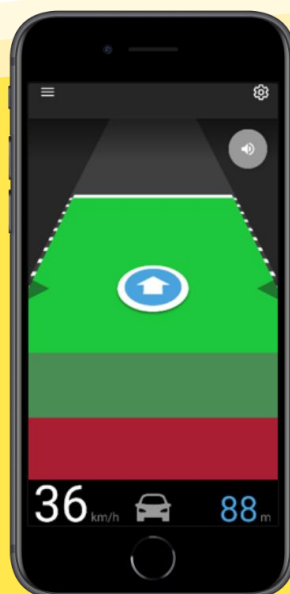
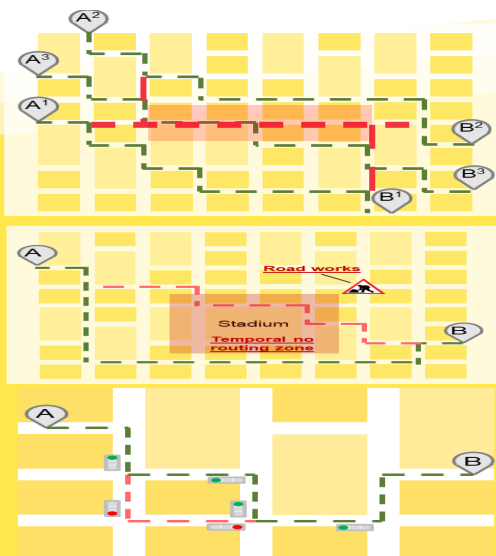
Green Wave Driver Assistant

Reduce Stop-and-Go, increase flow



Collision Warning

... for substantial safety gains
avoiding accidents and saving lives.





How we make it sustainable by connecting all three pillars in our Demand Management Concept???

**Traditional
Traffic
Management**

**User Centric
Traffic
Management**

**Pricing &
Incentive
Systems**

**Demand
Management for
Sustainable
Impact**

Don't hesitate to contact us!