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EBU TECHNICAL
MEDIA TECHNOLOGY & INNOVATION

&



EBU RADIO
SHARE AND EXPERIENCE

EUROTRAVEL



EBU, BRUSSELS, NOVEMBER 17-18 2010

Wednesday 17th November 2010

14.00 Registration

14.30 **Welcome speeches**

Georg Auf der Maur (Chairman, EBU TTI Group)

14.40 **Keynote Address**

Heinz Sommer (Chairman, EBU Radio Committee and Director of Radio, HR)

15.20 Coffee

Session 1 Faster, Higher, Stronger

Chair: Thomas Kusche (Senior Editor, WDR)

15.30 **The Industry Offer**

Georg Obert (BMW)

15.50 **The Data Offer**

Marja van Strien (National Data Warehouse for Traffic Information, The Netherlands)

15.10 **Presentation of Heimdall, NRK**

Petter I. Gustavsen (Norwegian Broadcasting, traffic-department)

16.30 Refreshments

16.45 **The Road Authority Offer**

Christine Lotz (BASt)

17.10 **Panel Discussion**

18.00 Reception event with guests

Thursday 18th November 2010

Session 2 **Informative, Reliable, Safe** *Chair: Michael Mullane (EBU Radio)*

- 09.00 **ITS Action Plan**
Brian Simpson MEP (Chairman, European Parliament Transport Committee)
- 09.30 **What's in the pipeline?**
Bev Marks (Executive Director, TISA)
- 09.50 **Traffic information solutions (1)**
Jonathan Burr (MILE)
- 10.10 **Traffic information solutions (2)**
Fred Kröll (Mobil im Rheinland)
- 10.30 **Panel Discussion**

10.45 Coffee

Session 3 **Nav devices: What you see isn't what you get** *Moderator: Georg Auf der Maur*

- 11.00 **A Road Authority View**
Leif Rystrøm (Danish Road Authority)
- 11.20 **The Scientific View**
Igor Petrov (IRT)
- 11.40 **What we need to get you home safely**
Damian Meier (Swiss Police)
- 12.00 **Panel Discussion of topics raised at Eurotravel**
- 12.50 **Closing statement**
- 13.00 End of Conference



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