

***Invitation to Industry Discussion Meeting on:***  
**A Platform for Real-time Traffic Information**  
**and Dynamic Vehicle Navigation**

**Date & Time:** 23 Jun 2008 (Mon) 3:00-5:00 p.m.

**Venue:** 5/F HKOSSC, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

**Target:** Open to all ICT professionals/ practitioners/ enterprises

The Hong Kong Wireless Development Centre (HKWDC) and the Hong Kong Productivity Council (HKPC) are conducting a study, sponsored by the Government, on the feasibility of developing a platform to facilitate Real-time Traffic Information (RTI) flow and service integration, and to encourage the adoption of RTI applications such as dynamic vehicle navigation among the general public. An interactive discussion meeting is organized to seek your valuable opinions and suggestions from the ICT industry. (For more details, please refer to the appendix.)

Content:

Part 1: Real-time Traffic Information system adoption of other countries by HKPC

Part 2: Open discussions (consultation) on:

- Possible applications and perceived benefits of RTI
- Possible business models along the value chain of RTI
- Preferred technologies with reference to overseas experiences, international standards and emerging technologies
- Collaboration between HK and PRD (technical, policy-wise, etc.)
- Drivers, critical success factors and hurdles of dynamic vehicle navigation system adoption in HK, etc

**For Enquiry:** Fred Lee at 27885795 or Clifford Loo at 27885854

**Registration Form Fax at 31874519 / E-mail to [fannyl@hkpc.org](mailto:fannyl@hkpc.org)**

<b>Name:</b> _____	<b>Title:</b> _____
<b>Company:</b> _____	<b>Website:</b> _____
<b>Phone:</b> _____	<b>Fax:</b> _____
<b>Mobile:</b> _____	<b>Email:</b> _____

## Appendix

Real-time Traffic Information (RTI) systems have been widely implemented in places like Japan, Europe, and the USA. Recently, there are pilots and introduction of similar systems in Mainland China cities such as Beijing, Guangzhou, and Shenzhen. Comparatively, Hong Kong seems to be lagging behind in the adoption of RTI technology.

The Hong Kong Wireless Development Centre (HKWDC) and the Hong Kong Productivity Council (HKPC) are conducting a study, sponsored by the government, on the feasibility of developing a platform to facilitate and encourage the further utilization of RTI among the general public.

The RTI value chain may include stakeholders ranging from content and information providers, content aggregators, value-added service (VAS) providers, technology providers, device manufacturers, network operators, software vendors, system integrators, etc.

### Discussion Scope

The study project team would like to seek opinions from the ICT industry on the following key issues:

1. The need in HK to provide a real-time and dynamic transport information system, and to establish an information platform
2. The foreseeable benefits of such a system to be established
3. How real-time traffic information can be gathered
4. How real-time traffic information can be processed
5. Preferred technologies of real-time traffic information systems, considering international standards
6. Any business models along the value chain for value-added solutions of RTI
7. Any issues when considering cross-border traffic to PRD
8. Drivers, critical success factors and hurdles of RTI adoption in HK

As practitioners in the ICT industry, you are cordially invited to express your views on whether a platform of RTI is needed and in what ways to further facilitate the adoption of RTI in HK.