



## Third Lakeside Conference: **Data and Mobility 2010**

*Transforming information into intelligent traffic and transportation services*

### **Location and Organization**

6<sup>th</sup>-8<sup>th</sup> October 2010; Carinthia, Austria

<http://www.lakeside-conference.at/>

### **Executive summary**

Intelligent traffic and transportation services mean fewer fatalities, lower greenhouse gas emissions, and the economic gains associated with quicker transfer times, fewer road blockages and fewer accidents. Happily, recent advances in weather forecasting and modelling as well as the expansion of traffic data collection have given us unprecedented access to information. The Third Lakeside Conference will bring together experts from the international scientific, commercial, and operations communities to explore real-world solutions to the challenges of transforming data into services that improve the effectiveness of our traffic and transportation systems.

### **Participants**

- International Scientific Community
- Traffic and Transportation Infrastructure Operators
- Commercial Technology Providers
- Regulators, Planners and other Government Officials

### **Call for Papers**

Participate at this international event as a speaker and submit your contribution on topics focused on transforming information into intelligent Traffic and Transportation services

#### **Topics**

- Data Sources for Intelligent Systems and Services
- Improved Data Verification, Liability and Quality
- Intelligent Weather Systems for Applications in Traffic and Transport
- Advanced Forecasts including Weather Data for Traffic Modelling and Prognoses
- Revised Process-oriented Data Exchange
- Intelligent Infrastructure Development
- Co-operative Systems, Networks and Platforms
- Enhanced Individual and Specific User Services
- Warning Applications for Dangerous Weather Situations
- Raising awareness, educational measures and tools for user services



## Third Lakeside Conference: **Data and Mobility 2010** *Transforming information into intelligent traffic and transportation services*

### Timeline for Call for Papers

|                          |   |
|--------------------------|---|
| <b>December 2009</b>     | Call for Papers starts. Authors are requested to submit one-page abstracts  |
| <b>February 26, 2010</b> | Closing date for submitting the abstracts                                   |
| <b>March 19, 2010</b>    | Invitations to submit final (full) papers are made by the organisation team |
| <b>May 14, 2010</b>      | Deadline for submission of full papers to the organisation team             |
| <b>June 2010</b>         | Notification of acceptance of full paper to the authors                     |
| <b>October 6-8, 2010</b> | Lakeside Conference '10   |

Lakeside Conference welcomes two categories of papers:

- **Scientific Papers** (research and development activities)
- **Technical Papers** (available technical solutions)

If you are interested in submitting a contribution or to participate at the conference or the exhibition, please have a look at the homepage <http://www.lakeside-conference.at/>

**Or contact** AustriaTech GmbH, **Julia Düh**  
Tel. +43 1 26 33 444-45, [julia.dueh@austriatech.org](mailto:julia.dueh@austriatech.org)

### Sponsorship and Presentation Opportunities

|                  |           |   |
|------------------|-----------|---|
| Standard         | EUR 2,000 | Your logo will appear on the conference website and program |
| Coffee Breaks    | EUR 3,000 | Your logo will be placed on the coffee break tables         |
| Conference Bags  | EUR 3,000 | Your brochures will be included in the conference bag       |
| Exposition Space | EUR 4,000 | Limited space is available                                  |
| Welcome Event    | EUR 5,000 | Your logo will be placed on the tables at the welcome event |
| Gala Dinner      | EUR 5,000 | Your logo will be placed on the tables at the gala dinner   |

**Looking forward to welcome you  
to the Lakeside Conference 2010 in Klagenfurt!**

**Host and Organisers**

**Lakeside**  
SCIENCE & TECHNOLOGY  
PARK

**austria  
TECH**



**ATTTC**  
AUSTRIAN - TRAFFIC - TELEMATICS - CLUSTER