

Passenger information of the next generation

Public transport is indispensable for our modern society. Many major cities, in Europe as well as overseas, are close to a gridlock and are searching for alternatives to deal with the daily chaos on their streets. London is only one current example of continuous traffic overload. INIT Innovative Informatikanwendungen in Transport-, Verkehrs- und Leitsystemen GmbH from Karlsruhe in Germany specialises in intelligent transportation systems (ITS) and electronic fare management systems. The company offers unique integrated solutions with which it covers all data and information flows of transport companies. In recent years, INIT became a demanded partner across the globe. Now, the dynamic enterprise aims to expand its worldwide presence even more.



Mit den Lösungen von INIT wird Busfahren zuverlässig und stressfrei//INIT's solutions make bus riding reliable and stress-free

"In the meantime, our industry has become a global industry," says Dipl.-Kfm. Dr. Jürgen Greschner, president and chief sales officer of the INIT group's holding, init innovation in traffic systems AG. "Today, Vancouver talks to Brisbane and we are experiencing a global network of transportation companies. Therefore, it remains our most important goal in the coming years to achieve further international growth. Currently, we are active in 18 countries. We aim to increase this number significantly. Over the years, our international activities have grown continuously. Meanwhile, an average of one quarter each of our revenue falls to the so called DACH region, Europe, North America and the rest of the world. In order to enhance our global network, we regularly exhibit at international trade fairs and participate in 40 to 50 different marketing events every year."

INIT services major customers, for example, in Munich, The Hague, Stockholm, Dubai, Seattle, Denver, New York and Vancouver. However, also small and medium-sized companies from all around the world partner with INIT. For example, the PC-based on-board computer COPILOTpc is installed in around 20,000 vehicles worldwide.

"North America is very important for us," says Dr. Greschner. "We used to focus on fleet management. Now, we won our first ticketing project. The project will

take place in Sacramento. It has an investment volume of around eight million USD and will open the doors for us for ticketing systems in the North American market. If we succeed in this sector

well as in several regional working groups.

The company's product portfolio comprises the key tasks of public transport companies. These include planning, operat-



Weltweit ist der PC-basierte Bordrechner COPILOTpc, rund 20.000-mal im Einsatz// Worldwide, the PC-based onboard computer COPILOTpc has been installed around 20,000 times

like we did in the ITS sector, I see promising perspectives for us." The Innotrans in Berlin and the ITTRANS in Karlsruhe, which is organised by the international association of public transport, the UITP, are important marketing highlights in the company's schedule. But INIT also participates in regional trade fairs, for example in Birmingham or Gothenburg. In addition to the UITP, INIT is involved in the VDV, the German transport association, in the North American Associations APTA and CUTA, as

ing and optimising public transport. Real-time passenger information and ticketing represent key factors when it comes to making the use of buses and trains easy for passengers. Further features are automatic passenger counting, traffic signal priority and passenger information displays. Here, INIT offers a uniquely integrated product family. The USP of the integrated telematics system MOBILE is unification of the functionality of an intermodal transport control system (ITCS) with other hard- and

software solutions for the planning, control, analysis and optimisation of public transport service into a turnkey solution. As the only supplier, INIT even integrated electronic fare management into the overall system.

One of the latest innovations is the IP-router, a communication gateway, making internet access possible onboard buses and trains. From all possible communication channels, such as GPRS, UMTS or Wireless LAN, the solution determines the most suitable channel at that time.

In the ticketing sector, INIT aims to lower access barriers even more. Bar-coded tickets are already available on mobile phones. A barcode solution has also been created to provide an innovative solution for real-time passenger information at bus stops. Via the bar code printed onto the timetable, passengers can request the real-time schedule to their smartphones.



Modernste Fahrgastinformation an der Haltestelle; hier eine Bushaltestelle in Vancouver//State-of-the-art passenger information at the bus stop; here a bus stop in Vancouver

ware solutions but soon saw the demand for turnkey systems and started to develop integrated software and hardware solutions.

In 1990, INIT won a project with Stockholm's transport authority, which was the start of a long and successful partnership. For example, all 2,000 buses were equipped with onboard technology and onboard computers in the course of a follow-up project. Another event paving the way for further growth was the expansion to North America in the 1990s. It was today's chief sales officer Dr. Jürgen Greschner who

consistently pursued the target of international expansion. Another growth driver was the beginning of e-ticketing in 2005. Currently, the INIT GmbH in Karlsruhe is the main operating company of the init AG holding. The INIT group has a staff of over 350 and realised an annual turnover of around 80.9 million EUR in 2010. Of course, the dynamic enterprise aims to enhance these figures.

"However, we aim to grow sustainably," says Dr. Greschner. "We offer leading technology, and thanks to the many projects



Das integrierte Telematiksystem MOBILE von INIT kombiniert die Funktionen eines Intermodal Transport Control Systems (ITCS) mit weiteren Hard- und Softwarelösungen zur Optimierung des Betriebsgeschehens zu einer intelligenten Gesamtlösung//The integrated telematics system MOBILE from INIT combines the functionalities of an intermodal transport control system (ITCS) with further hard- and software solutions to a smart overall solution

established the local subsidiary and who made it the market leader in fleet management systems for public transport in North America. Since then, INIT has

we have realised, our know-how concerning data and information flows within transport companies is unique. This allows us to develop integrated high-tech so-

In brief

Core Competence

Integrated Intelligent Transportation Systems (ITS) and electronic fare management systems

Facts & Figures

- Founded: In 1983 as a university spin-off
- Structure: Concern, holding
- Branch offices: Chesapeake, USA; Vancouver and Montreal, Canada; Brisbane, Australia; Dubai, UAE; Nottingham, UK
- Employees: >350
- Turnover: 80.9 million EUR
- Turnover distribution: 18 countries worldwide; one quarter each: DACH region, Europe, North America, rest of the world

Products & Services

Integrated solutions for planning, operating and optimising public transport, including real-time passenger information and ticketing, automatic passenger counting, and traffic signal priority

Target Groups

Public transport providers, automotive industry

Philosophy

Integrated ITS and ticketing systems

Future

- International growth
- Strong geographical expansion
- Two new regions: Asia-Pacific including China; France
- Involvement in the automotive area (CarMediaLab)

lutions, making us the perfect partner for our customers. We will continue to provide and implement pioneering turnkey solutions. Even against the background of the challenging economic situation, the public transport sector has to be expanded. Currently, there are around seven billion people on Earth and many big cities come close to a gridlock every day. The International Association of Public Transport, UITP, aims to double the market share of public transport by 2025. Sweden even plans to reach this goal by 2020. This means a big boost for our industry and for us it is the perfect chance to realise further growth." In addition to its existing markets, INIT aims to enter new regions. The Asian-Pacific region and China are being considered as is France, which has been an encapsulated market until now.