



100m², 100 per cent ITS

At this year's Intertraffic, Q-Free's exhibit will be bigger and better than ever before. A 100m² stand in the trademark red effectively doubles the floor area occupied at the last Intertraffic in 2014.

The major increase in size reflects the company's expanded portfolio, highlighting its capabilities as a developer and supplier of complete ITS solutions. And, on each day of the show at 3pm, Knut Evensen, the company's Chief Technologist, will provide an overview of where Q-Free and the ITS sector are headed using Q-City, the company's smart mobility/smart city demonstration tool. The briefings will be followed by drinks and an opportunity for networking.

"We really want to show how the company has grown and changed," says Jenny Simonsen, Global Director Marketing & Communication.

"Just a few years ago, we were a tolling company. Now, we're a fully fledged ITS company which develops, manufactures and supplies everything that governments and road operators need to make their road networks safer, cleaner and less congested.

"The world has changed. Transport providers no longer look to address mobility issues piece by piece. Instead, they look for complete solutions — solutions which will provide the funds for building and maintaining infrastructure, proactively support real-time operations, self-monitor both in the moment and for maintenance purposes, and provide travellers with all the information they need to make intelligent journey choices.

"Increasingly, all of this has to go on within a much wider context than just transport. Governments and jurisdictions are embracing concepts such as Big Data, smart cities and the Internet of Things, which look to make many more aspects of our lives more intelligent and better-performing.

"That's what we are, and what we do. We provide systems which get intelligence into and out of road networks, and help society as a whole to function better.

"It's what we will be using Q-City to talk about each day at the show. Q-City brings the process of understanding ITS into the 21st Century. Starting from a bird's-eye view, it makes it possible to zoom in and out to explore application areas such as tolling, traffic management, parking and infomobility, and to see how these previously discrete sectors have moved together to become more holistic and connected.

"For the first time at Intertraffic, we're adding a new virtual reality experience will enable users to stand at street level and gain an even more 'hands-on' perspective. This is more than just a gimmick — by being able to move quickly around a cityscape, either alone or in the company of our technology experts, it's possible to gain a real feel for what ITS can do far more quickly than might otherwise be the case. It also underlines just how broad our ITS capabilities now are."

Intertraffic 2016 takes place over 5-8 April at the RAI Amsterdam.
Q-Free will be exhibiting on Stand 11.309.