



Luis Pinheiro
52 years



Digital Marketing & Motorways

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EUROPE AND REST
OF THE WORLD
EDITION

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Volume 8 Number 4 Dec 2013/Jan 2014

TECHNOLOGY

How a German video wall specialist revolutionised a notoriously congested stretch of French motorway, p30

INFRASTRUCTURE

German financing meets uncomfortable reality with predictable results, p62

INFORMATION

Does the proliferation of information technology mean we no longer rely on our instincts? p48

LEGACY

Toine Molenschot looks back on his career as he prepares to say a fond farewell to the ITS industry, p42

INTELLIGENT TRANSPORT SYSTEMS AND ADVANCED TRAFFIC MANAGEMENT

Smart mobility

How (and why) the smartphone is the key to intelligent travel

Smart Mobility Documentary
Podcast available NOW!



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Left, right and centre

Traffic Control Room technology focus

A time for action

Tom Alkim reflects on the achievements of FOT-net

● REAL-TIME MONITORING ● SOFTWARE AS A SERVICE ● HELSINKI PREVIEW ● CONNECTED CARS ●

USER → CUSTOMER → PEOPLE



THE WORLD IS CHANGING

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2005



The Pope Election

2013



2009



Obama Inauguration

2013



New trends

New behaviors

GENERATION C

Contents

Creative

Connected

Communicative

Co-creator

In Control



+ DEMANDING

We waited
30 min
NO SERVICE



facebook Pesquisa pessoas, locais e coisas

Toy Portageiros Sim Cronologia Recente

Notas · 4

Reunião Portageiros
De Toy Portageiros Sim · Sexta-feira, 11 de Fevereiro de 2011

Caros colegas Portageiros, amanhã pelas 16:00 vai-se realizar uma reunião no centro ... Ver mais

Gosto · Comentar 4 3

Assalto portagens Alcaçer/St.Estevao
De Toy Portageiros Sim · Terça-feira, 13 de Julho de 2010

Foto fim do assalto as portagens de Alcaçer de Sal e Santa

Toy Portageiros Sim partilhou uma ligação através de Marco Barrancos.
10 de Fevereiro de 2011

Prespectiva do cliente

Vila longa - as portagens em PT.MPG

1 2 3

Gosto · Comentar · Partilhar 4

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- TRUST ON CORPORATIONS

advertising
lies

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+ TRUST ON PEERS



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+ PARTICIPATIVE

tripadvisor.co.uk

Boutique Hotel Quinta da Palmeira Guesthouse Reviews, Portugal/Beiras

Home Beiras Hotels Flights Restaurants Things to Do Best of 2013 Your Friends More Write a Review

Home > Europe > Portugal > Beiras > Beiras B&Bs / Inns > Boutique Hotel Quinta da Palmeira

"Perfect"
★★★★★ Reviewed 20 August 2013

A wonderful place on all counts. The room was extremely spacious and classy, the food was amazing as were the outside areas and the location. Everything is done to a high standard and carefully thought through even the pool honesty box for drinks. The owners were helpful and kind. It was total value for money. What more could anyone want...

Was this review helpful? **Yes**

jdavies2001
★ Top Contributor
• Travelling with us since 2006
• Derby, United Kingdom 25-34 year old man

62 Contributions 51 Helpful votes 113 Cities visited

Review distribution (62)

Excellent	19
Very good	28
Average	8
Poor	7
Terrible	0

Viewed accommodation: Boutique Hotel Quinta da Palmeira (50 Reviews)

Explore Beiras: Bed And Breakfast Beiras, Beiras deals, Beiras maps, Lisbon Airport Hotels

shopping has become a social experience

UNCOMPLEXED



??A? ????P??E????S???

DIGITAL NATIVES

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ALLWAYS CONNECTED

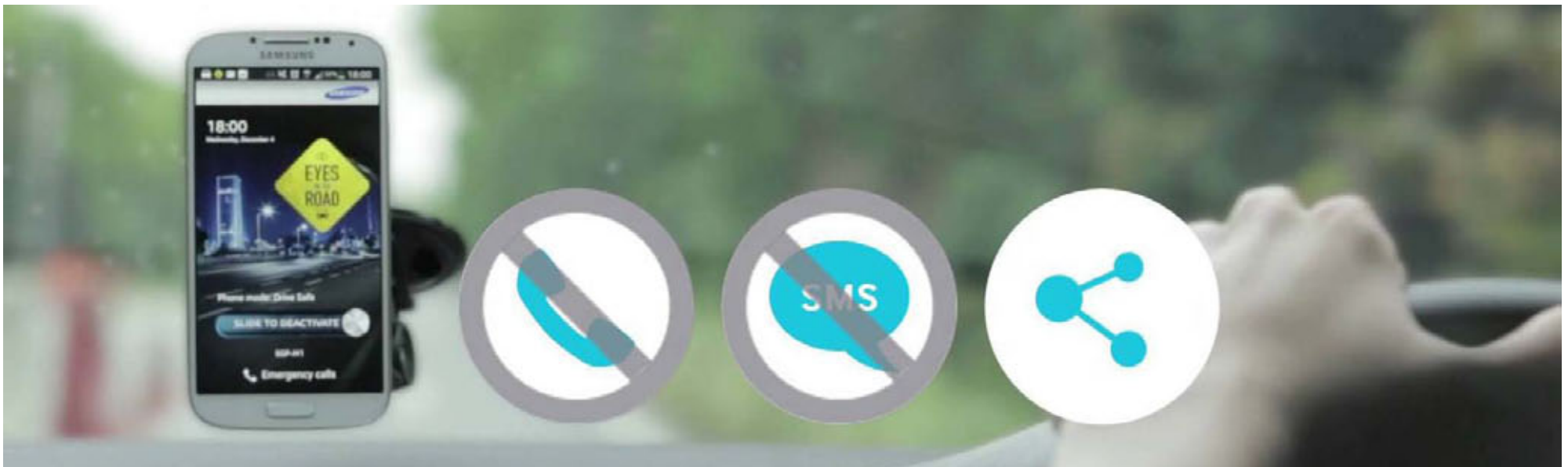
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Motorways & digital

VEHICLES



digital is already part of mobility



Multiple safety devices



*iOnRoad*TM





Traffic info and mobility apps



Dresden (DRS) – Bremen (BRE)		Details	
Apr 22	18:40 – 09:35	14h 55min	8h 39min
Economy		von 735,02 €	
18:40	Dresden	4min	Umsteigen in ICE 536
1h 10min	✈ Air Berlin 6809	16:56	Göttingen
19:50	Düsseldorf	1h 48min	ICE 536 Bremen Hbf
10h 25min	Umsteigen	18:44	Bremen Hbf
06:15	Düsseldorf	12min	Umsteigen in RE 4474
1h 00min	✈ KLM Royal Dutch Airlines 1852	18:56	Bremen Hbf
		34min	RE 4474 Bremerhaven Hbf
		19:30	Bremerhaven Hbf

Brisa & Digital
Making life easier

FACEBOOK



Estás a publicar, a comentar e a gostar como Nuno Sequeira — Alterar para Brisa

Painel de Administração Editar Página ▾ Criar um público ▾ Ver as estatísticas Ajuda ▾ Mostrar

Brisa
14.195 gostos · 56 falam sobre isto

Atualizar informação da Página ▾ Gostei ▾ A seguir * ▾

Empresa
www.brisa.pt
Nesta página encontrará informação de trânsito e dicas de segurança rodoviária, eco-condução e lazer

Sobre Fotos Gostos 14.195 Estado do trânsito Código de condução

traffic info, road safety and leisure

TWITTER

The image shows a screenshot of a Twitter profile for 'Brisa AE5' (@BrisaAE5). The profile picture is a logo with a green and blue circular design above the word 'Brisa'. The bio reads: 'Brisa AE5 @BrisaAE5 Nesta página encontrará informação de trânsito relativa à A5 - Auto-estrada da Costa do Estoril brisa.pt'. The profile statistics show 857 tweets, 0 following, and 0 followers. The main tweet is a photo of a highway with traffic, with the text: 'Terminado às 10:35h; A5, Congestionamento N? Linda-a-Velha, sentido Lisboa-Cascais. de Oeiras, Lisboa'. Below it is another tweet: 'Terminado às 10:35h; A5, Congestionamento N? Viaduto Duarte Pacheco, sentido Cascais-Lisboa. de Lisboa, Lisboa'. The left sidebar shows navigation options: 'Tweets', 'Seguindo', 'Seguidores', 'Curtiu', 'Solicitações', 'Listas', 'Quem seguir', and 'Assuntos do Momento'.

focus on professional drivers

DIRECT MARKETING & BIG DATA

File Message

You forwarded this message on 20-12-2012 17:51.

From: VVP Comunicação Sent: qui 20-12-2012 17:47
To: Catarina Formosinho Sanchez
Cc:
Subject: Concurso 40 anos Brisa, exclusivo para Clientes Via Verde

Exmo(a). Senhor(a) Catarina Sanchez,

A Via Verde Portugal informa que no âmbito das comemorações do seu 40º aniversário, a Brisa está a promover um concurso exclusivo para Clientes Via Verde que atribuirá, através de sorteio, 40 prémios de 1 ano de portagens grátis na rede da Brisa Concessão Rodoviária.

Para saber mais e efectuar o seu registo, clique em <http://40anos.brisa.pt/>



Via Verde Portugal

efficient & effective

Via Verde system

- 3,4 million tags (OBU)
- 76% of toll transactions
- 800 k transactions/day
- 1 / 3 of Portuguese vehicles
- Also in:
 - Parking
 - Gas stations
 - Ferry boats
 - Mc Drives



ETC World pioneer

New ViaVerde App

Alternative
contacts

Transactions
Payments

Change personal data
(address, license plates)



Alerts

Parking & gas stations

Tolls & routing

Billing & account
management

Making life easier

WHAT'S NEXT ?

WHAT'S NEXT ?

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