

## SMARTRAIL USA 2014 PRESS RELEASE

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### **Expert speakers offer insights ahead of SmartRail USA Congress & Expo**

**21/08/14** : A host of rail and metro experts from across North America are confirmed as speaking at SmartRail USA and leading two days of expert insight, practical case studies, in-depth discussion, technology launches and networking in Charlotte on 29<sup>th</sup> and 30<sup>th</sup> October.

Across two packed days SmartRail USA will analyse, present and discuss the latest developments and innovations across rail and metro including IT, Telecoms, Operations, Passenger engagement, Fare Collection and much more. Our expert speakers not only control over **\$3.5 billion** of budget but manager over **3.3 billion** passenger journeys a year.

We asked some our speakers for quick insights into what subjects within the rail industry they'll be speaking about at SmartRail USA.

#### **On the railroad of 2020...**

*"In 2020 customers will purchase their ride via a smartphone app that gives them updates on service information, projected arrival times, and even offer discounts to attractions and events located in close proximity to their destination station. The coaches will be comfortable and modern, with free Wi-Fi service provided...More than anything, customers will experience a very reliable on time ride at a very competitive price, and likely faster than they could drive. The service will be convenient, well connected to other transit services, car share, and bike share to provide customers with 'last mile' connectivity."* - **Joseph Black**, Rail Director, **Lone Star Rail (Texas)**

#### **On the Internet of Things...**

*"I believe the Internet of Things is the greatest opportunity the rail industry has had in several decades to significantly improve the passenger experience... it will see sensors with mobile connectivity placed in products you couldn't have imagined just a few years back. With all these sensors collecting vast amounts of data in real-time, seamless and reliable connections are going to be vital in order for analytics tools to make sense of it all."* - **Stellan Ohrn**, President, **Icomera US Inc.**

#### **On planning mega-projects...**

*"Building a \$400 Million transit network is not a simple process. The actual construction – and in some cases, design – process is a coordinated effort among hundreds of sub-consultants, subcontractors, project management team members and field forces to bring a new transit solution to life for the benefit of an entire community."* - **Roger Wilson**, Vice President of Balfour Beatty Rail-Transit

#### **The importance of mobility in the USA...**

*"Mobility is the foundation of a healthy, vibrant, growing economy. By connecting people, a multi-modal network of travel choices provides a powerful catalyst for innovation and economic development. Mobility is so important to freedom and quality of life that it is recognized as a legitimate—and important—function of government."* - **National Association of Railroad Passengers**

SmartRail USA, held at the Charlotte Convention Centre lists the following as confirmed speakers: Tom Nolan (Chairman, SFMTA), Keith T. Parker (General Manager/Chief Executive Officer, MARTA), Kathy M. Haley (President, Union Pearson Express), Doug Allen (CEO, Virginia Railway Express), Andrew Bata, (Chief Officer of Strategic Improvements and best practices, NYCT), Phillip Washington (General Manager, RTD Denver), Dan Dawson (Vice President, Marketing and Communications, Capital Metro) and many more.

In addition to the strategic congress, this landmark event also features technical seminars focussing on key aspects of rail technology best practice including ticketing, connectivity, data, software, passenger engagement, on-board applications as well as training and product demonstrations. Whilst the Expo hall will feature over 40 cutting-edge companies displaying the latest technologies, solutions and innovations for the industry.

*“We are delighted to be hosting SmartRail USA in Charlotte, North Carolina. A city that is at the forefront of transit innovation in the USA. And it is fantastic to see so many CEOs and industry experts joining the attendees and exhibitors in travelling from across the USA to join us in looking to share best practice, get access to prospects, make new connections, renew old ones and develop their skills.”*

**Alex Williamson, Managing Director, Global Transport Forum**

To interview any of our speakers, or request a press pass, please contact: Angelica Lecart  
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#### **Notes for Editors**

**About SmartRail USA:** This two day event offers attendees a unique insight into developing the integrated transit networks of the future and uncovering the latest transit technology innovations. The executive strategic congress allows executives and budget holders to understand the ROI available, form a long term view of transit development and drive ridership. This is supported by the seminar program and Expo. The event builds on previous Global Transport Forum events and SmartRail Europe and SmartRail Asia. For more on SmartRail USA: [www.smartrailexpo-usa.com](http://www.smartrailexpo-usa.com)

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**About Global Transport Forum:** Create and deliver specialised, industry leading events and editorial content for the transport sector, focusing exclusively on rail and metro infrastructure, signaling and communications. We work closely with the industry through dedicated Advisory Boards to understand the specific challenges that you and your partners are facing. Our global series of events include the **SmartRail Congress & Expo** series hosted in Europe, Asia and USA, as well as our technical series of events the **PTC World Congress** and **CBTC World Congress**, the global meeting place for industry experts to discuss the latest system developments. For more: [www.globaltransportforum.com](http://www.globaltransportforum.com)

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