

## **Value-Added Intelligent Transport Services**

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Road infrastructure operators and traffic planners all over the industrialized and heavy populated areas worldwide are facing a huge challenge to design transport infrastructure systems for the future. The demand for transportation will continue to increase in such areas and, in accordance, opportunities for business and presence. The reverse coin is the increase demand for systems performance for individual requirements and welfare level, but also for the community exigencies, to satisfy goals in terms of efficiency, mobility, safety and environmental impact.

The application of Information and Communication Technologies (ICT) in the fields of traffic control, management and toll charge, is widely generalized through the Intelligent Transportation Systems (ITS) that integrate the physical infrastructure and vehicles. However, the efficient use of ITS resources depends on the overall information and communications architecture that enables the optimal use of technology, data and services available across the variety of ITS applications and systems.

Brisa is an international pioneer in the use of ITS solutions to support directly the core business, to operate a concession basis a network of 11 motorways, with a total length of around 1100 km. In 1991 Brisa implemented the Via Verde electronic toll collection system, defining a definitive step forward for the succedaneous systems. Since then, Brisa cultivates a strategic effort for innovation in ITS domain, with extraordinary results in 2004 with the Centre for Operations Coordination (CCO). This unit is supported by a wide area telematic, communication and information platform system and aims to guarantee and provide new levels of road safety and customer service, along with an efficient management of the network.

Although the enormous improvement of Brisa road services, with the CCO project, the quantity and diversity of ongoing ITS projects, relating safety, mobility, fee collection, traveller information and guidance, environment, etc., and the size and dynamic of technical competences established with the public and private sector, in research and development profile, promises a wide vision for the future of transportation services in Brisa network. This future considers the real-time cooperative use of road infrastructure, vehicles drivers and other service providers, to promote proactive assistance and control strategies, such variable speed limitation to increase safety and traffic smoothness, or intelligent vehicle speed adaptation. In other hand real-time traveller information and guidance services, to assist in making departure time, mode and route choice decisions.