OPTIPEX

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OptiPEx Project

OPTIMIZING THE PASSENGER EXPERIENCE IN PUBLIC TRANSPORT

PROJECT AIM

OptiPEx is a research and innovation project that aims to enhance the sense of comfort, safety and ease of travelling by co-creating ethical and passenger-aware public transport services together with specific target user groups. These user groups include wheelchair users, passengers with large objects, fragile passengers with limited mobility, passengers with visaul disabilities, tourists and students.

OptiPEx is built on three fundamental development pillars

MEASURE

Unobtrusive and privacy-preserving perception technologies collect continuous data on passenger behaviour and reactions as well as the surrounding environment, reflecting the passenger experience.

ANALYSE

Trustworthy data analytics to model passenger experience in real-time, considering anomalies, emotional responses, context, and needs, and drive personalised interaction with services.

INTERACT

Co-creation and development of interactive data-driven services to optimise the onboard experience, promoting safety, inclusiveness and trust.

The OptiPEx consortium consists of 3 research organisations, 6 industry members, and 2 SMEs, who will validate the developed solutions together with target groups and other stakeholders in four living labs. The living labs include: Lyyli tram (FI), IAV shuttle (DE) and Linz tram (AT), Zaragoza tram (ES). OptiPEx is part of the Connected, Cooperative, and Automated (CCAM) Partnership, the goal of which is to create a more user-centered and inclusive mobility system, increasing road safety while also reducing congestion and environmental footprint.

PROJECT PARTNERS

- VTT Technical Research Centre of Finland ltd.
- Intelligent Transport Systems, Johannes Kepler University
- Skoda Digital
- Carr Communications
- Hi-Iberia Ingenieria y Proyectos
- Department: TV Vehicle Solutions & Automated Driving
- Teleste OYJ
- Skoda Transtech OY
- Teleste Video Networks SP. Z.O.O
- Universidad de Zaragoza
- Teleste Information Solutions OY

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