

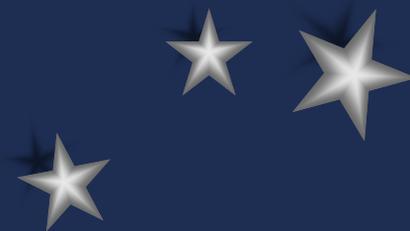
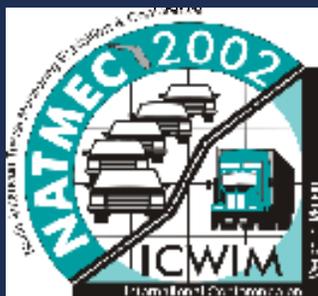


★ ★ In the Year 2525.....

Data Collection As We Have Come
to Know It.

Presented to North American Travel Monitoring
Exposition and Conference

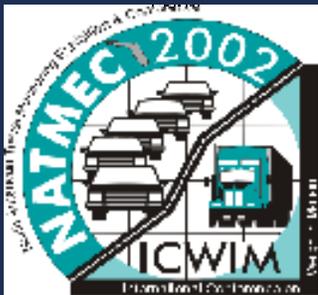
15 May 2002





Late Breaking News

Technology Explosion





Presentation Outline

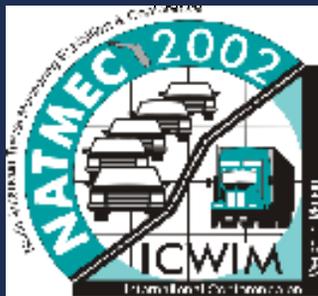
- Data collection we have growing needs
- Tools gone by the wayside
- Barriers
- Creative solutions – tools in your pocket in 2525





Too Many to Cover..

- Household Travel Survey
- O/D Surveys
- Geography-based Stuff.....



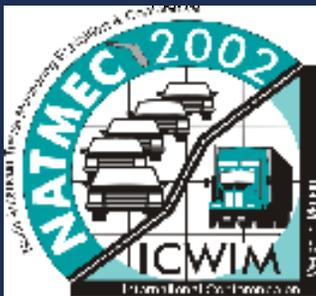


Household Survey

Year 2000 tools are clearly obsolete



Today's Tools ???????

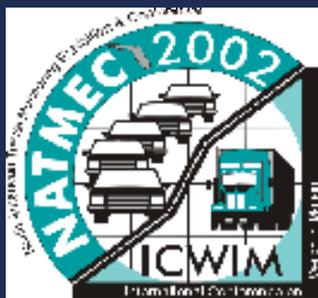
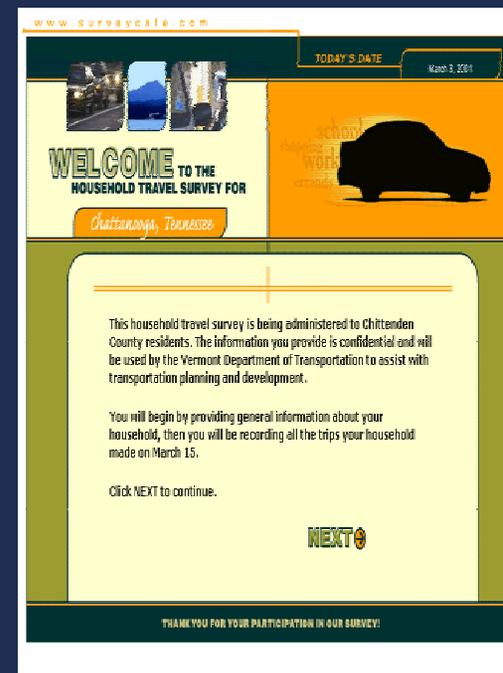




In the Year 2525

- Awesome Graphics
- Advanced Technologies
 - Imbedded GIS
 - Intelligent detection

Internet in TODAY'S world



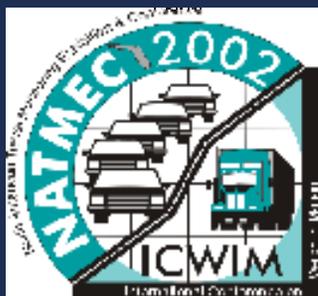
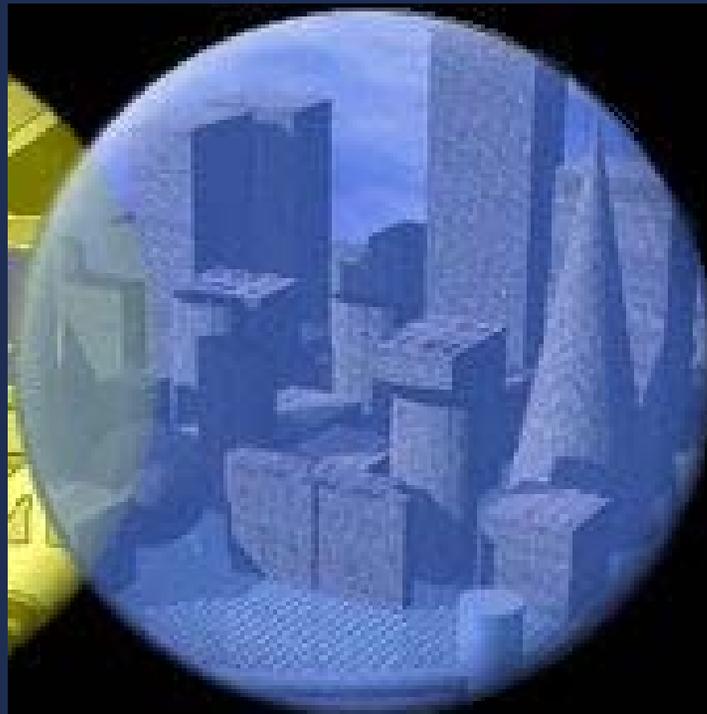
AND ????





Where Did You Begin???

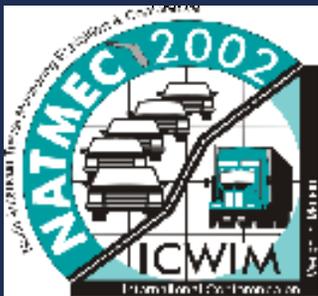
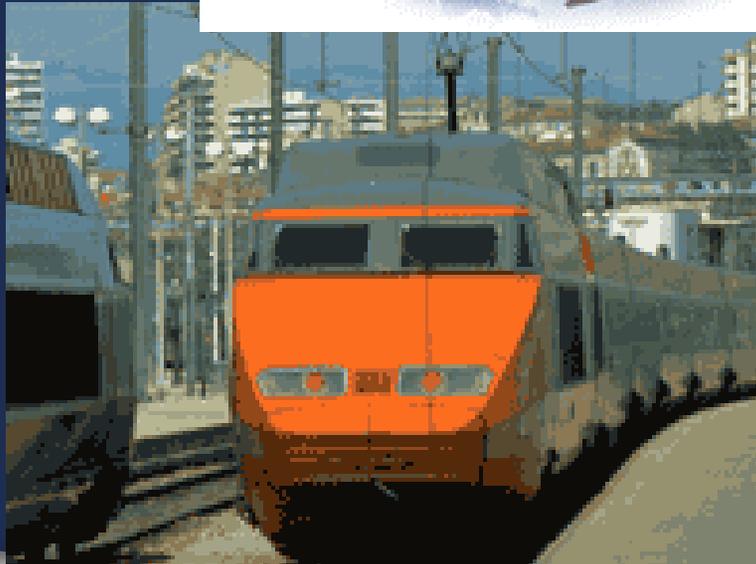
The Trip that is..





On Your Mark

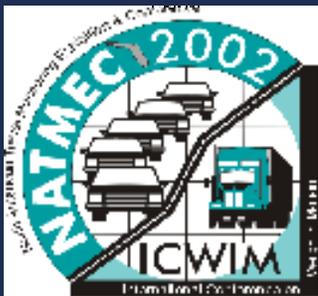
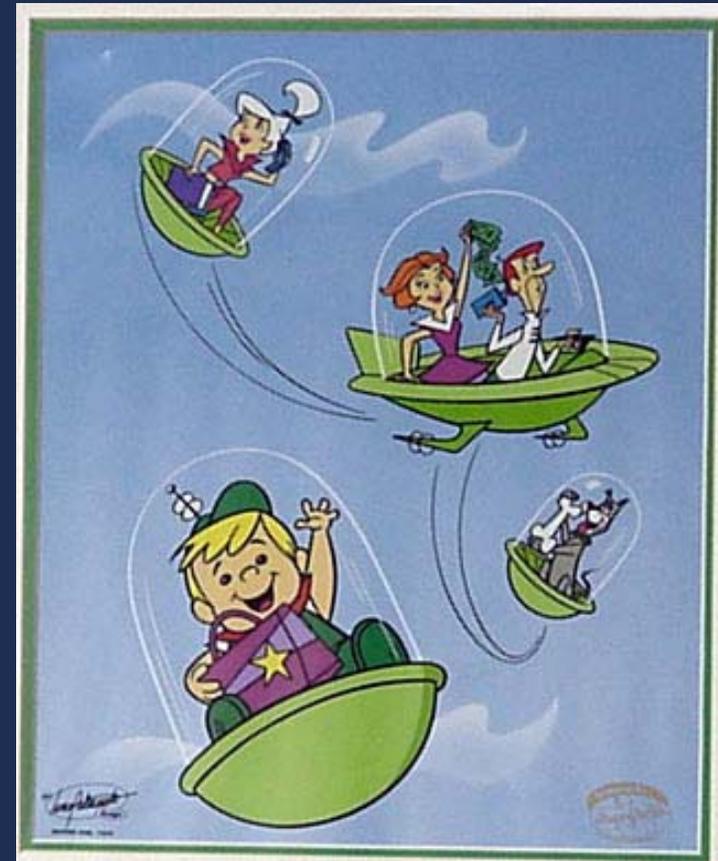
How will
you
travel?





Get Set and Go !

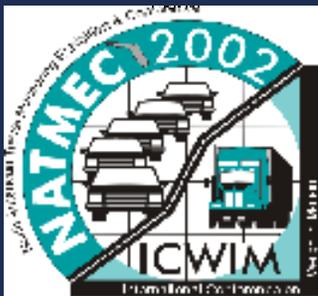
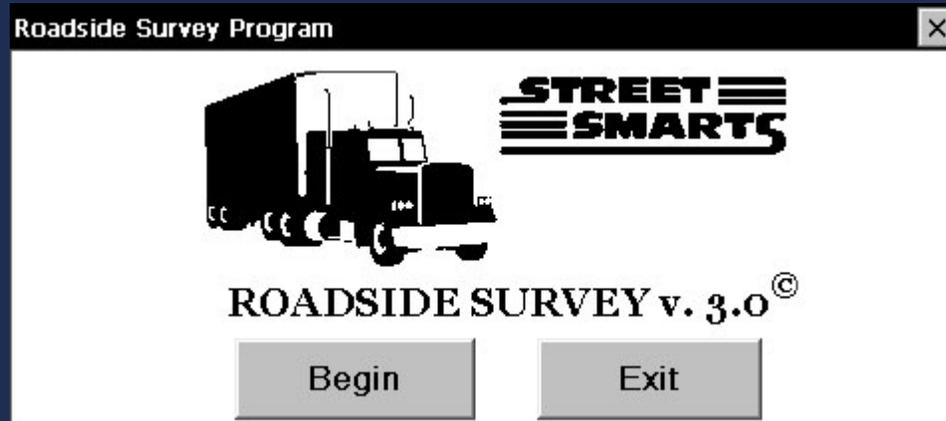
- Our mode choices are so different than those in 2002.
- How often will we travel?





When we could TALK !

- Smart forms
- Drop down lists
- Multi-layered geography





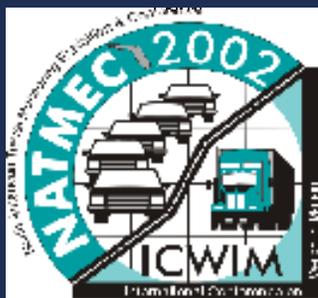
When We Could Get In the Door



Conversation and
cataloguing

Trip Diaries and

O/D Surveys



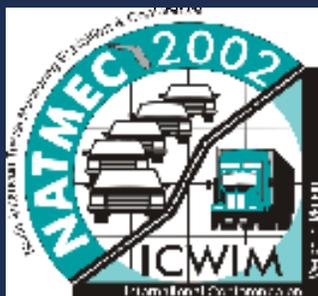


Is Starbucks the Place to Be?



So
Can
We
Talk??

Is today your day to cybercafe?
Or just beam your info in...



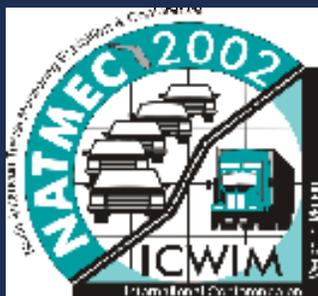
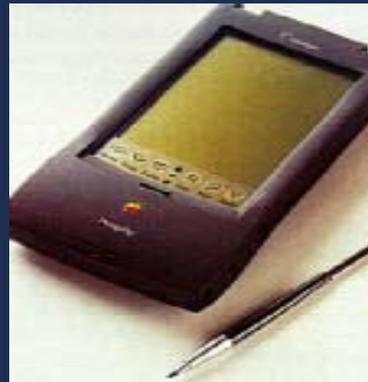


Boxes on the Hillside

Tools look similar..

But now they “sing”

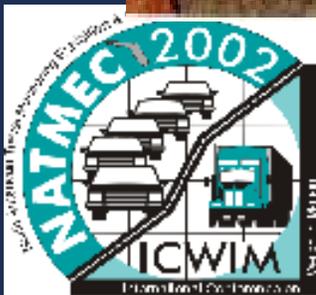
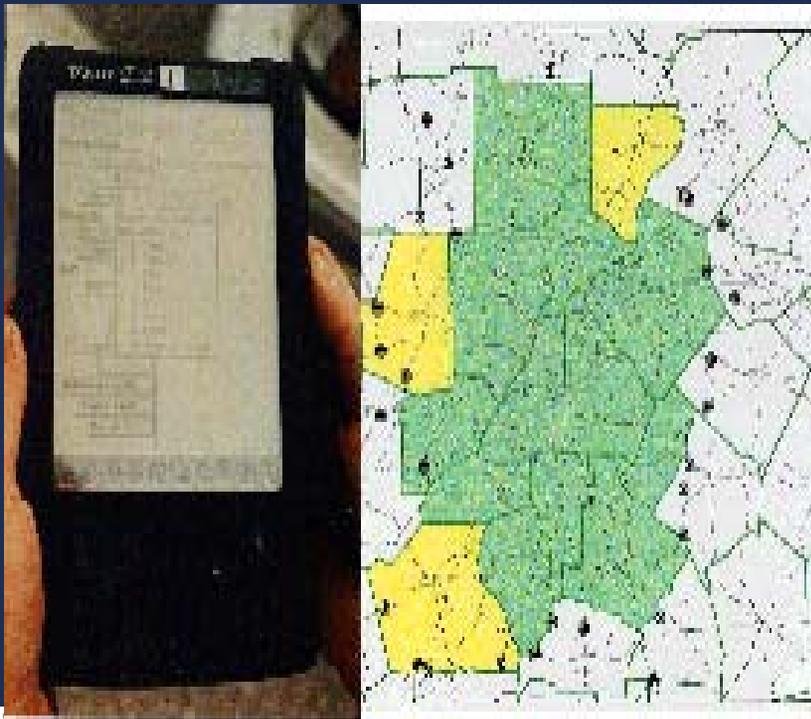
And some even
“dance”





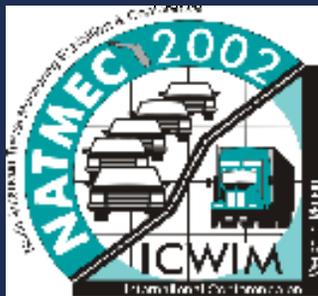
Do it WITHOUT Talking...

- Disposable cell phones
- Transponders
- Paint Ball?
- Touchscreens





Holograms are Here!



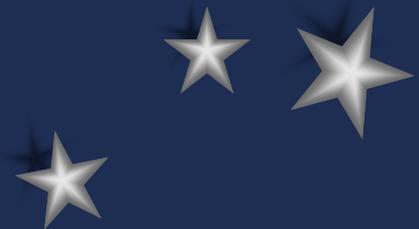
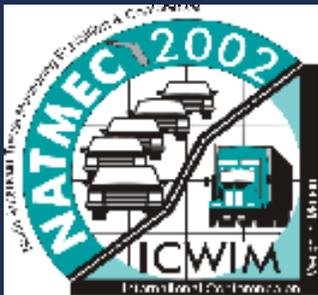
See one on the dashboard of
your conveyor....





One More Thought !

What about collecting data that have already been collected?





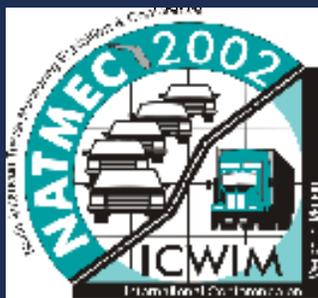
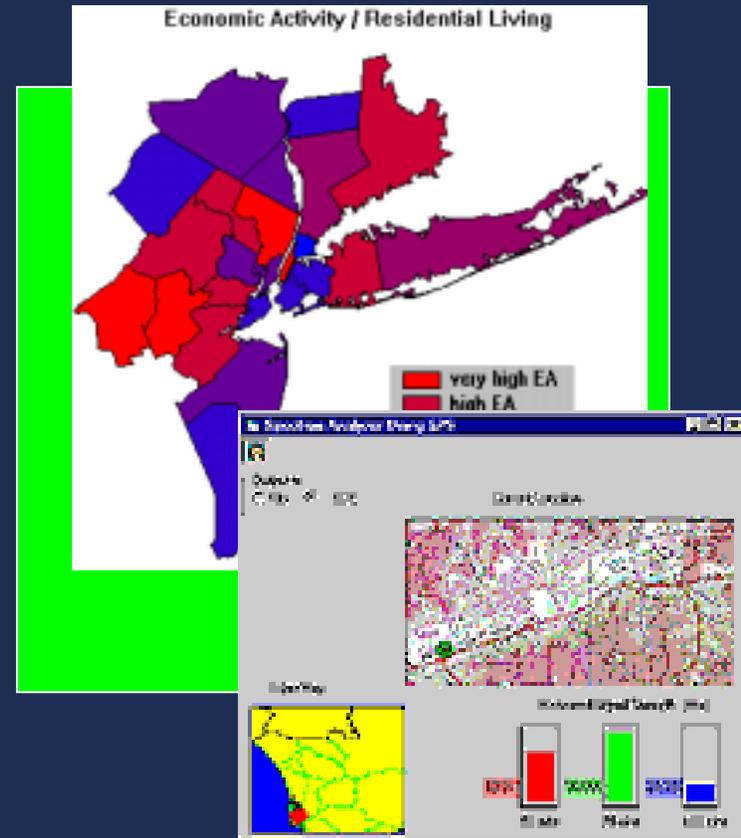
Making Decisions



Looks like a desktop...

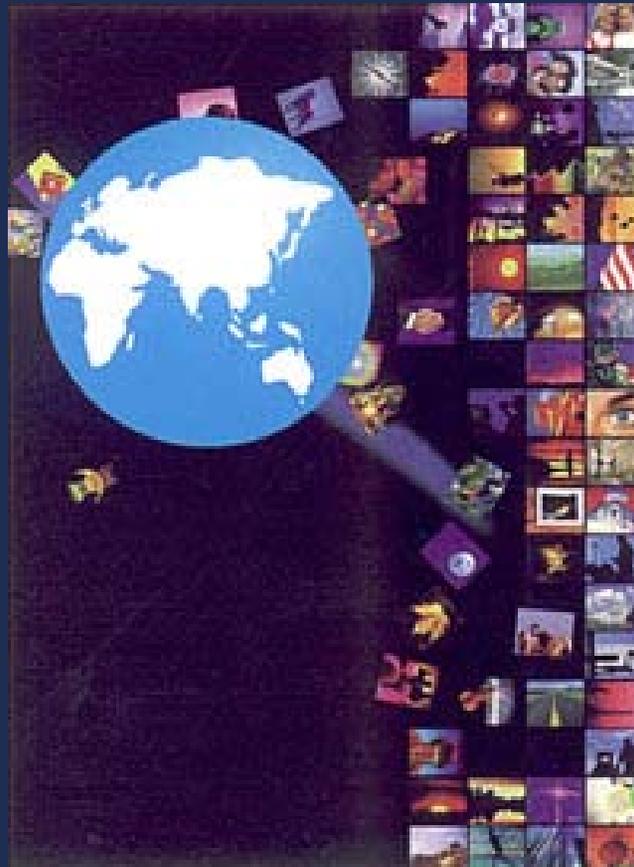
Acts like a desktop...

But it is info on the run...

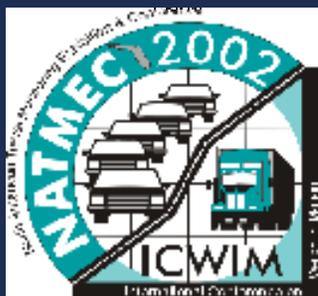




Then There Is the World

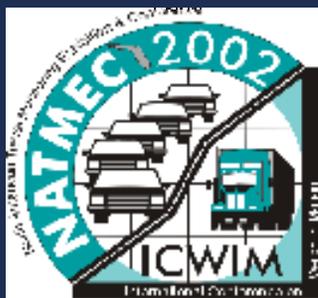
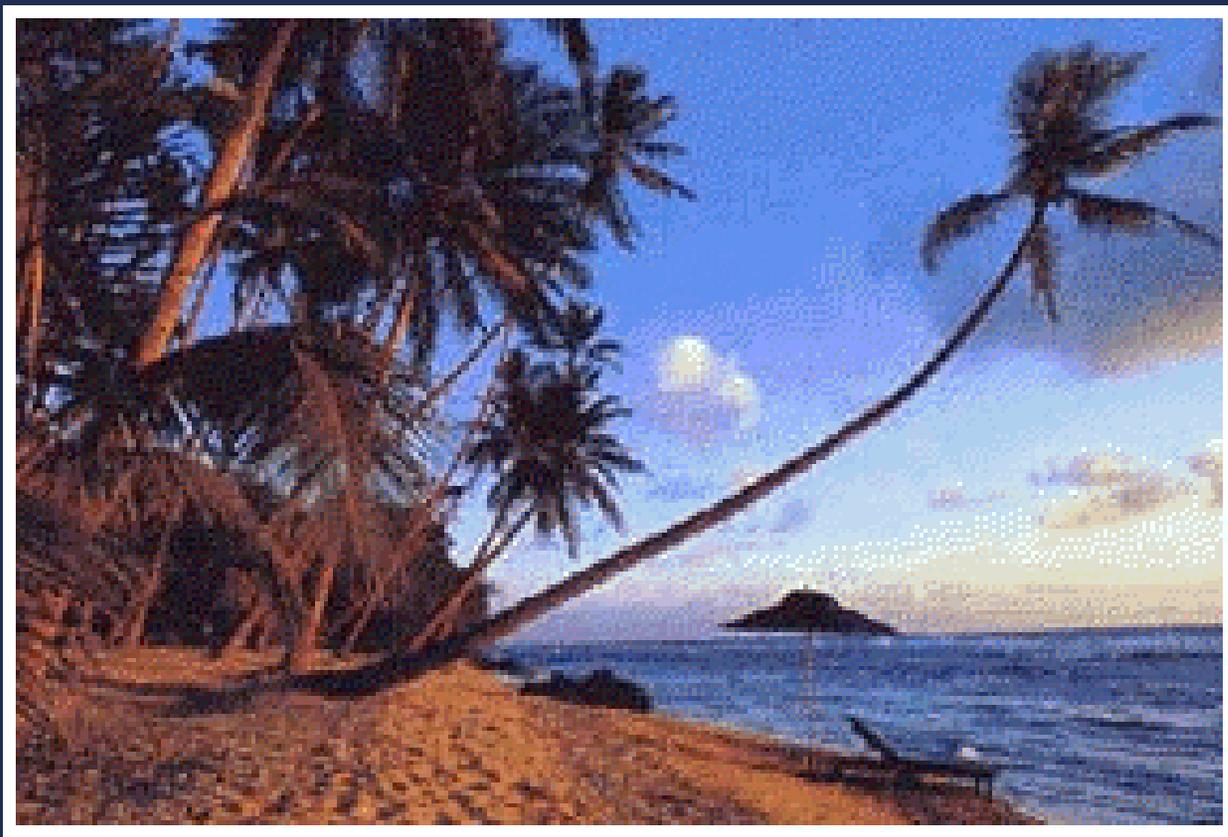


And all that
geography-based
stuff





Visualization

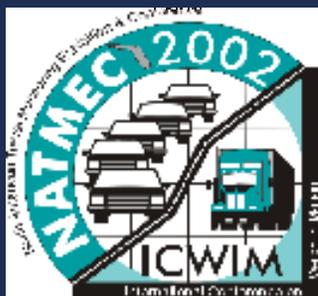




He Heard About Dial-up Connections



He's
SuperGISman

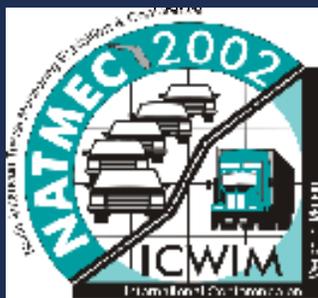
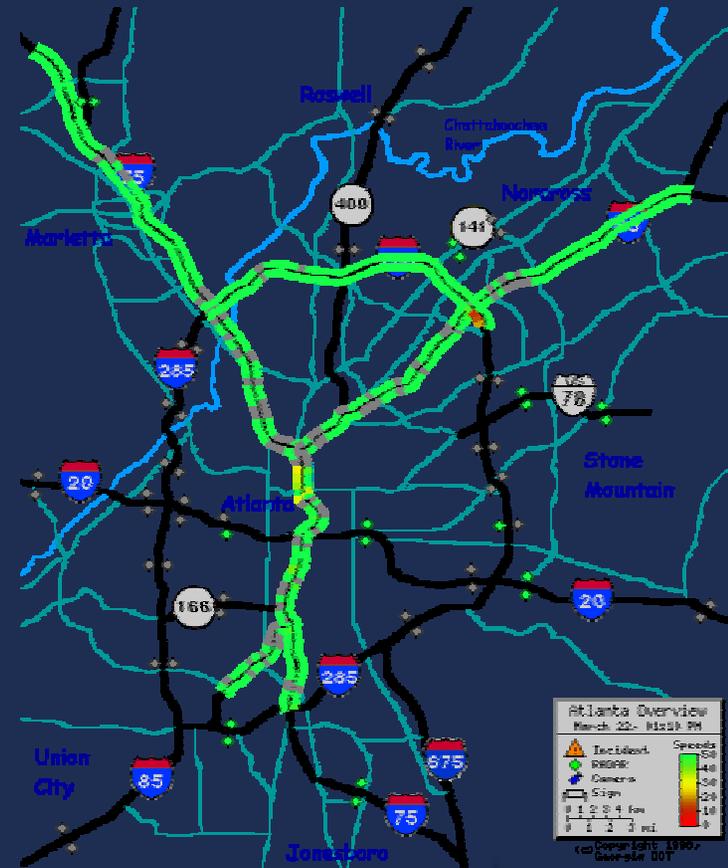




Technology Comes Alive

NAVIGATOR

From Push system to Magic

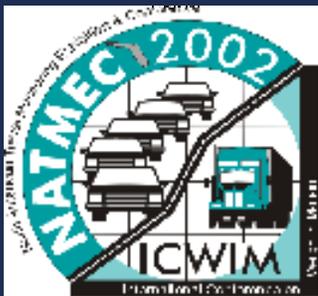




What Did We Learn from 2002 ?

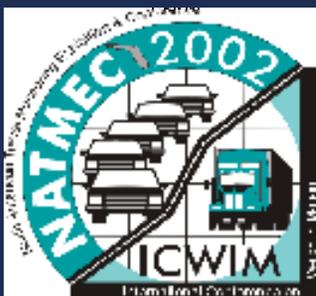
Wireless

Mobile applications for intelligent dispatch, GPS-based mapping , field reporting, and messaging



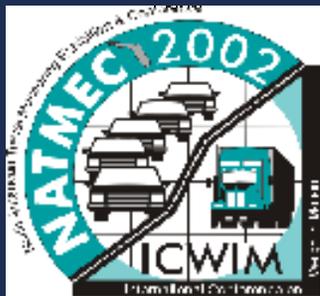
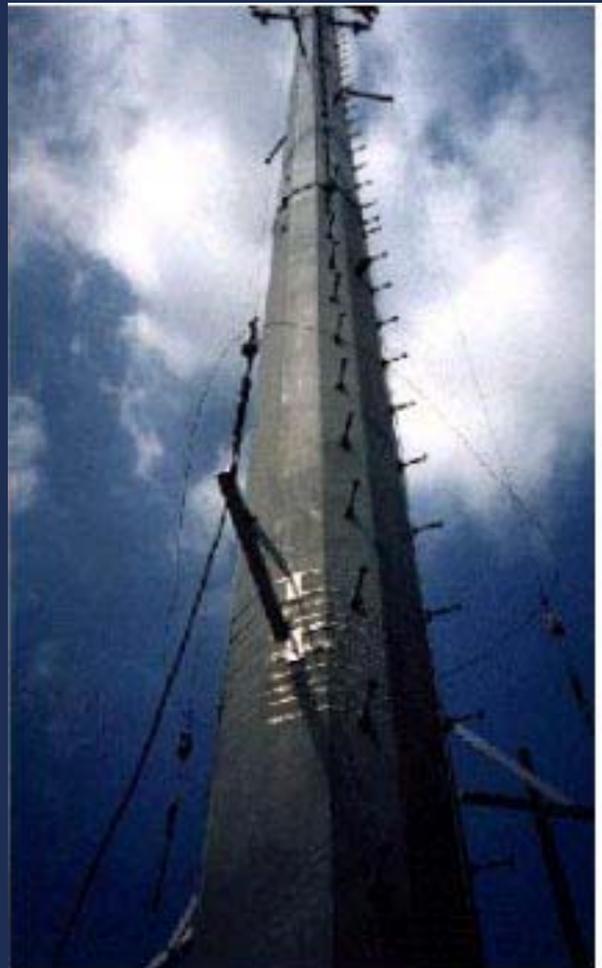


We Need Pieces Tied Together?



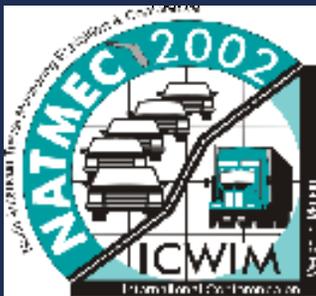


Ears to Hear





Questions





Thank You

marsha@streetsmarts-ga.com

