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Press Release

## **Experience research and development first hand**

AustriaTech focuses on interaction and dialogue at TRA 2018 in Vienna with the Interactive Zone.

(Vienna, 17th April 2018): The transport sector is one of the key sectors in Austria. At the Transport Research Arena (TRA) 2018 - Europe's largest transport research conference - it is therefore important to promote the exchange between European experts and demonstrate firsthand European excellence in transport research. One of the main objectives of TRA 2018 is to support regional, European and global dialogue between science, technology and innovation. As a result, new research and development potential can be identified and prioritised, among other things. Martin Russ, Managing Director AustriaTech and Chairman of the TRA 2018 Organising Committee: "To achieve this goal, both researchers and policymakers need to be encouraged to participate in those research projects that share common interest and benefits. With the Interactive Zone, we have created a format that on the one hand gives a broad overview of the successes of European and national research and, on the other hand, presents current research results and innovative approaches. The developments can not only be experienced first-hand, but a framework is also offered that brings experts together, thus making solutions faster and more optimal.

### **New form of scientific communication**

In recent years, presentations of new research results have been an integral part of almost every major mobility conference, but often just on the edge of the event. Right from the beginning of planning TRA 2018, it was decided to focus on interactive demonstrations and live presentations for the first time in the history of TRA. In keeping with the name and purpose of the Transport Research Arena, TRA 2018 is all about interaction and exchange. For this purpose, the interactive zone was created to unite theory and practice.

Martin Russ: "The digital era leads to more transparency and networking, rapid developments, more competition but also more cooperation. The purpose of the Interactive Zone is to encourage experts to break the barriers between different industries. "This is all about interactive presentations that transcend conventional methods of research publishing. The way in which these results are presented can be essential to raise awareness and increase sharing. It is intended to promote a multidisciplinary research approach and intersectoral cooperation both for the scientific community and industry.

### **Themes and areas of the Interactive Zone**

The Interactive Zone is divided into three sections: The Showcase & Demonstration Zone presents research results and initiatives in the areas of traffic management & digital infrastructure, air traffic, rail transport, infrastructure & asset management, multimodal mobility as well as automated & connected transport. A separate start-up zone offers



innovative new companies the possibility to make an impact by presenting their developments and ideas to an international audience for the first time. The third area of the Interactive Zone is the so-called Networking Zone. This not only offers a generous networking area where researchers, industry representatives and politicians can inform each other and have discussions, but is also a stage for exciting and interactive formats.

The Transport Research Arena 2018 is organised by the Ministry for Transport, Innovation and Technology together with the AIT Austrian Institute of Technology and AustriaTech. More information about the various exhibitors, showcases and highlights from transport research in the context of the Interactive Zone can be found at <https://www.traconference.eu>

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