PASTORI – New business from intelligent transport services
- Aiming for a Finnish business sector

Kicked off in the spring of 2009, the PASTORI project develops services and business models that exploit advanced technology. These new services are to be based on solid user needs and positioning. Successful future products will be based on open solutions, and interesting service packages will be put together for customers. The multiactor modular concept to be developed in PASTORI will be something for the global marketplace.

The technology for services based on positioning is already here in our hands. It includes for example satellite positioning, digital map data and mobile devices. However, apart from navigation services, multiple prospective services are yet missing. The combination of advanced ICT and more precise positioning provided by the European satellite positioning system Galileo, will drive the development of service solutions that are based e.g. on real-time data and actual kilometres driven.

The greatest challenges facing developers of transport services are the lack of workable business models, the ambiguity of value networks, and current co-operation models. The market is looking for open implementation solutions based on true user needs. This is the foundation for profitable local and large-scale global business ventures.

The objective of PASTORI project is to meet the aforementioned challenges – or at least make a measurable step forward. The conventional objectives to improve traffic safety, reduce congestion and environmental problems, and increase the profitability of associated businesses is always present. The exploitation of positioning data in multiple services and applications forms the basis for all of this. The findings of the project can be exploited e.g. in safety and emergency services (such as tracking of stolen vehicles, train approaching alerts, accident positioning), the development of insurances and taxation models based on actual kilometres driven, and the creation of services based on transport pricing. The project especially focuses on intelligent payment applications and the pan-European eCall and eCall+ systems, and will be completed in late 2010.

This R&D project forms part of the Finnish Funding Agency for Technology and Innovation’s (Tekes) Safety and Security 2007–2013 programme. The project is coordinated by the VTT Technical Research Centre of Finland. Other participants include Destia, Elisa, IBM, Indagon, Logica, Semel, Tapiola, the Finnish Vehicle Administration (AKE) and the Finnish Ministry of Transport and Communications.

The PASTORI project consortium is interested in international co-operation and offers foreign partners the opportunity to participate in a Finnish implementation solution and to network with Finnish actors.

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