

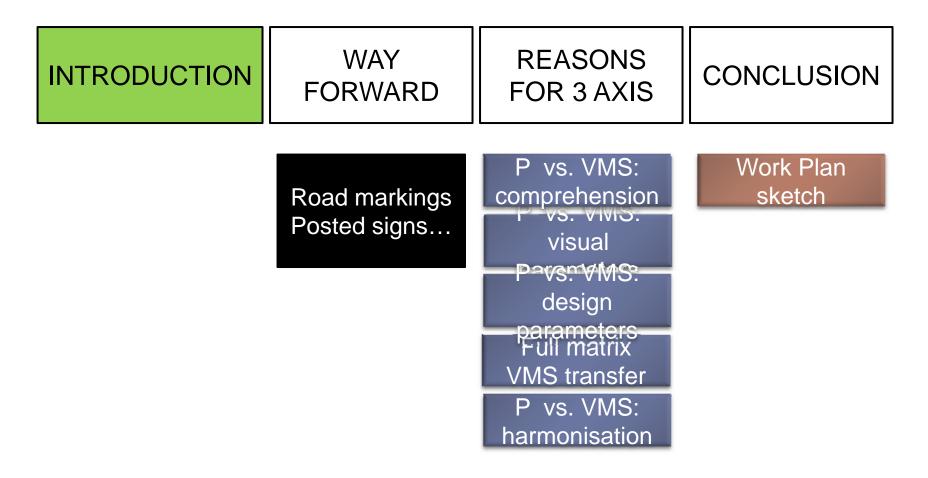
# **WP.1's VMS Unit**: on the move

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*The VMS Unit* –UNECE's WP.1 ad hoc group on VMS



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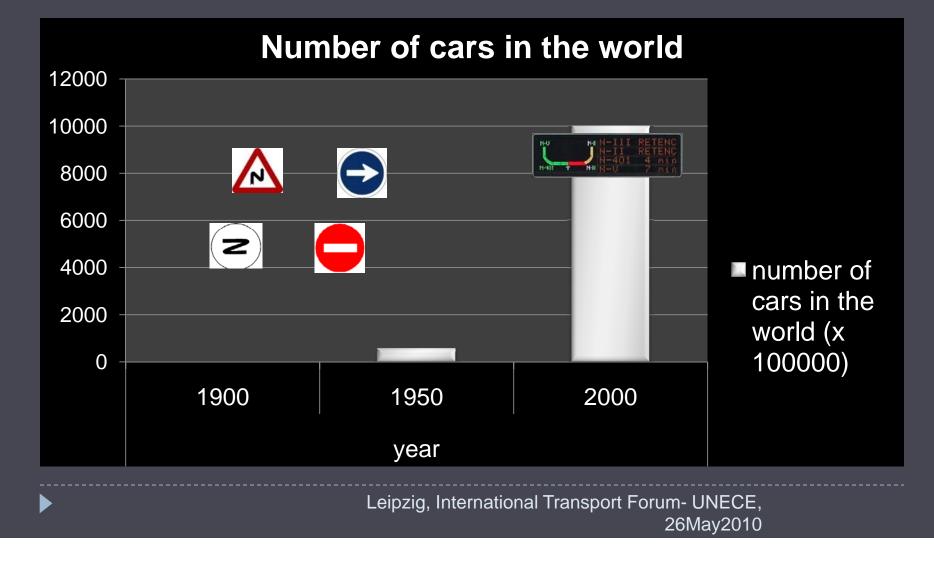


# INTRODUCTION – WP.1 and VMS background



## THE PERSPECTIVE

#### **ROAD INFORMATION**: NEW DEVICES, MORE PLACES



# FRAMING THE PROBLEM: TRENDS ON ROAD SIGNS DESIGN

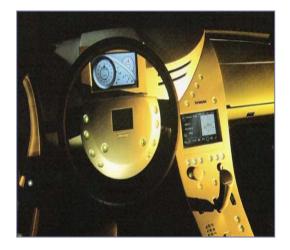
## FROM A WORD DEPENDENT ...





#### ... TO A WORD INDEPENDENT ROAD SIGNING PHILOSOPHY





#### **ROAD INFORMATION:** A BROADER VIEW THAT CONSOLIDATES



#### **ROAD INFORMATION:**

#### CLASSICAL, AGE OF CONVENTIONS (1909-1968)



#### **ROAD INFORMATION:** TELEMATIC AGE, FIRST APPLICATIONS



**ROAD INFORMATION:** NEW DEVICES, MORE PLACES

# New devices exist that allow for ubiquitous access to information

# CAN WE IGNORE THEM? AT WHAT PRICE?

Leipzig, International Transport Forum- UNECE, 26May2010

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Ahead

# WAY FORWARD: STRUCTURAL AXIS

Where can we place the information?



# WAY FORWARD: STEP 1

Where can we place the information?

## RE-ESTRUCTURE THE 1968 CONVENTION ON ROAD SIGNS AND SIGNALS

ROAD MARKINGS

## ROAD SIGNS



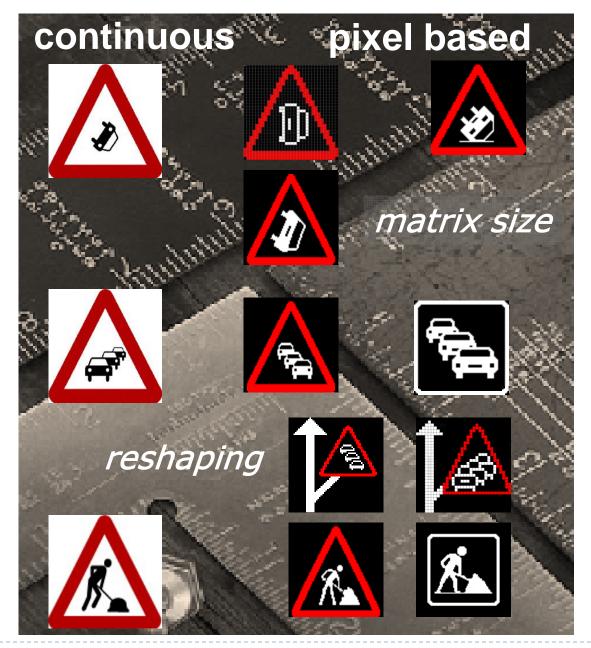




**REASONS FOR IT** 

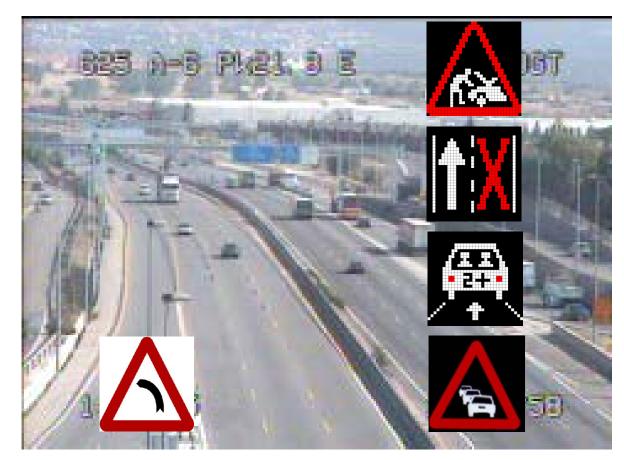
FIXED AND VARIABLE SIGNS: SAME SIGNS, DIFFERING COMPREHENSION

Warning: You approach a swing bridge Warning: swing bridge <u>opened</u>



NEED TO **ADMINISTER** DIFFERING **VISUAL PARAMETERS** RESPECT "INDIVIDUAL" DIFFERENCES

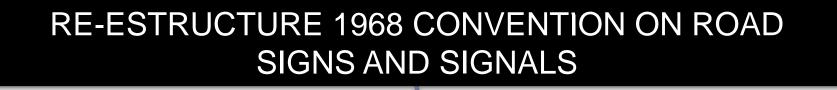
**REASONS FOR IT** 



Posted signs: domain of (fixed) road conditions Electronic signs: domain of (changing) traffic situations **REASONS FOR IT** 

CONTEXT, REFERENTS AND DESIGN PARAMETERS **BOTH ROAD** SIGNS, BUT DIFFERING REFERENTS

# WAY FORWARD: STEP 1

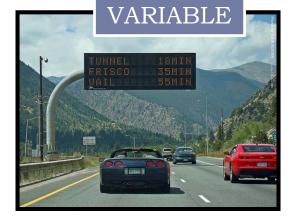


#### ROAD MARKINGS

# ROAD SIGNS







#### **ROAD INFORMATION**: NEW DEVICES, MORE PLACES



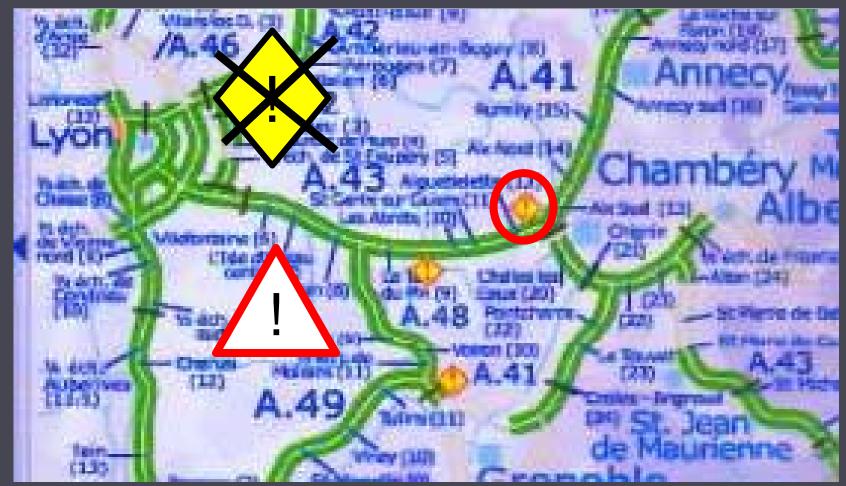
#### **ROAD INFORMATION: NEW DEVICES, MORE PLACES**



#### **ROAD INFORMATION**: NEW DEVICES, MORE PLACES



#### **ROAD INFORMATION**: NEW DEVICES, MORE PLACES



#### **ROAD INFORMATION:** A CHANGING LANDSCAPE

# from temporary permanent Variable, ubiquitous static multidimensional one-dimensional proactive passive

# USE OF INFORMATION: WHY

#### ROAD MARKINGS

POSTED SIGNS

TO **FACILITATE** POSITION, TRACKING AND LOCATION ON THE ROAD

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TO **POINT TO** DANGEROUS OR STRUCTURAL STABLE CONDITIONS OF THE ROAD **ON SITE** 

#### POSTED VMS

TO WARN / INFORM ABOUT DIFFERENT **CHANGING** ROAD / TRAFFIC EVENTS ON AND **OFF SITE** 

# USE OF INFORMATION: ONCOMING

### **IN-VEHICLE**

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- INTERNET
- TO WARN / INFORM ABOUT WHATEVER TRAFFIC
  INFORMATION, AT
  WHATEVER POINT OR
  MOMENT
- TO ACTIVELY SEEK INFORMATION ABOUT WHATEVER TRAFFIC RELATED ISSUE, AT WHATEVER PLACE OR MOMENT

# WAY FORWARD: STEP 2

Where can we place the information?

## FUTURE (?) 1968 CONVENTION ON ROAD SIGNS AND SIGNALS

#### ROAD MARKINGS

ROAD SIGNS







## PRESENT: INTELLIGENT TRUCK PARKING

#### AVAILABLE ANYWHERE AND FOR EVERYPOOD



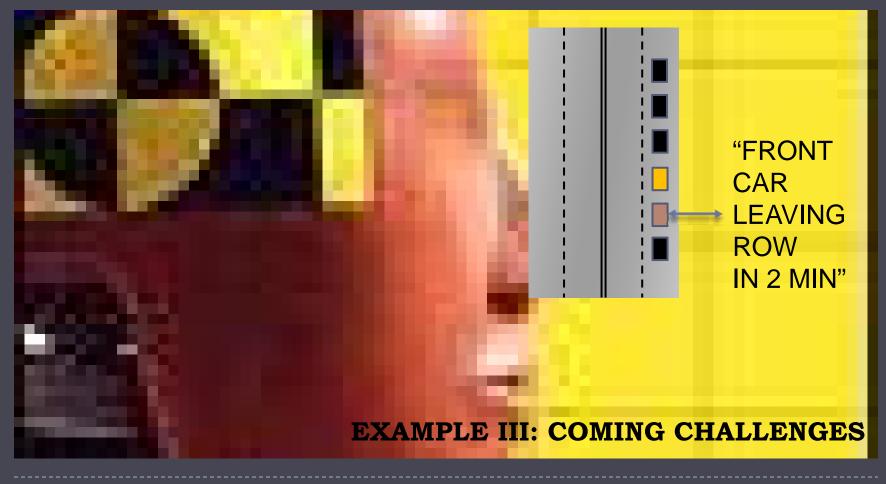
## NEAR FUTURE: GHOST DRIVERS

#### BEWARE OF THEM - ALSO IN-CAR !



## NEAR FUTURE? PLATOONING

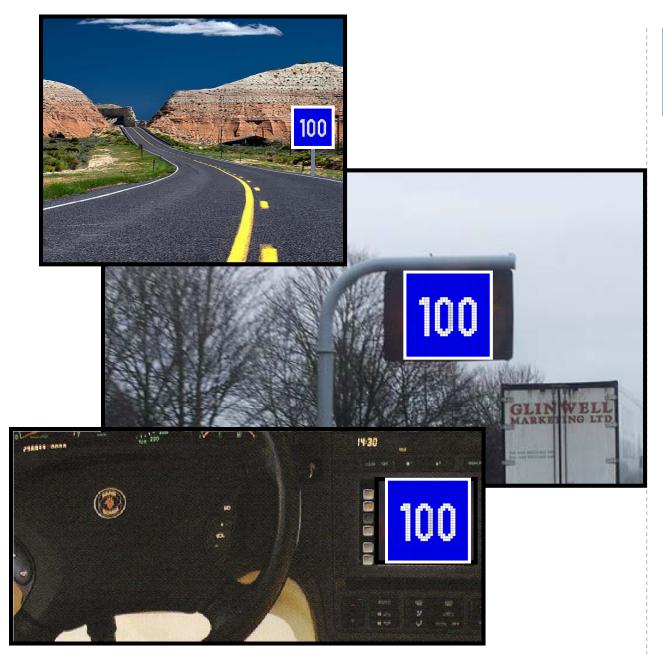
#### SOCIAL DIVISION OF LABOUR, ON ROAD





AXIS MAKING THE MOST OF FULL **MATRIX** VMS: AN EASY TRANSFER PLATFORM OF "CORRECT" WP.1 DESIGN STYLE

**REASONS FOR 3** 



REASONS FOR 3 AXIS MAKING THE

MOST OF FULL MATRIX VMS:

NEED TO **HARMONISE** SIGNS THEMSELVES

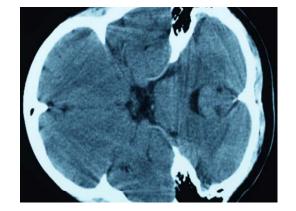
# HOWEVER...

## THE "LEGAL PROBLEM"

THE "ERGONOMIC PROBLEM" THE "PUBLIC-PRIVATE" PROBLEM



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## WHERE ARE THE (NEW) LIMITS?

# THANKS FOR YOUR ATTENTION! (ANY QUESTION?)

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Leipzig, International Transport Forum- UNECE, 26May2010