

Press release

19. September 2018

Mobility is undergoing a paradigm shift – on the way to the Digital Mobility Split

Claudia Cermak
Tel. +49 69 75 75-5255
claudia.cermak@messefrankfurt.com
www.messefrankfurt.com
www.hypermotion.com

The big digitalization and decarbonisation megatrends are rapidly transforming mobility and logistics. The white paper ‘On the way to the Digital Mobility Split’ explores how digitalization is changing our transport systems, providing a thematic framework for the Hypermotion event.

The white paper ‘On the way to the Digital Mobility Split’ delves into the issue of how digitalization is changing our transport systems. At the same time, this study provides a comprehensive depiction of the Hypermotion event, because it both explains the content of its core themes – Connectivity, Monitoring & Transparency, Data Analytics & Security, Hypermodality, Sustainability, Synchronized & Urban Logistics and Smart & Digital Regions – and explores the links between them.

The study’s findings can be summarised in five core theses:

As we head towards the digital mobility split, consumers are the focus of attention for the providers of logistics and mobility services. In this regard, it is essential that users can be addressed directly and individually through various channels.

Users base their mobility decisions on the availability and reliability of the various mobility alternatives, and do so largely independently of the modal split between the forms of transport.

This means that the digital mobility split is the user’s individual decision regarding the journey-specific, and even multi- and/or intermodal linkage, of various modes of transport on the basis of digitalization.

Information for mobility decisions must therefore be communicated to users in a targeted fashion using the right channels. Here, the user’s own smartphone plays a role that is critical to the success of the enterprise, as it offers direct access to the user.

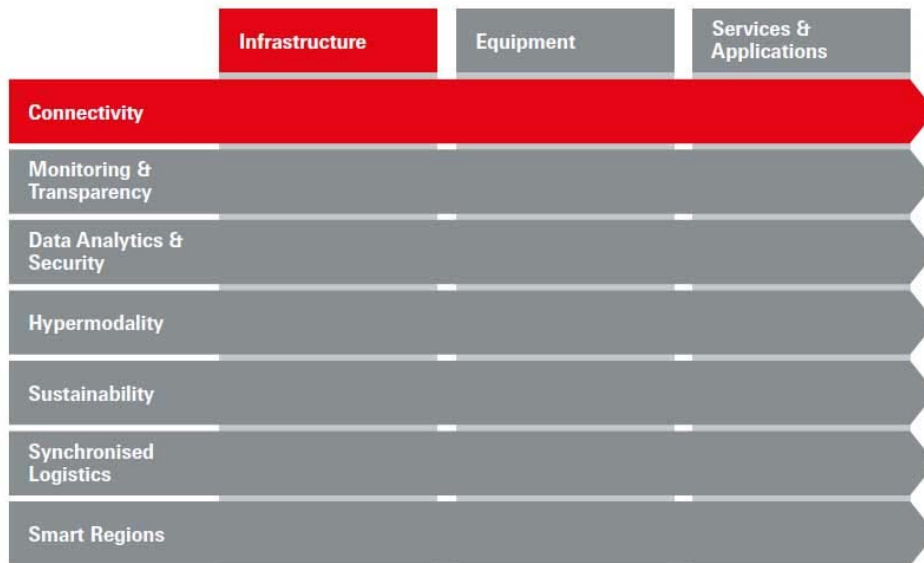
As a result, reliable information is increasingly critical to the selection both of personal travel chains and of the preferred method for ordering.

Hypermodality through digitalization

The transparency of everything continues to increase. If the transformation of mobility, logistics and transport to create a ‘hypermotive’ transport system is to succeed, the following are essential:

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

- New sources of data must be utilised, and infrastructures must be networked intelligently – including with vehicles (Connectivity)
- Systems and their data must be fully integrated, including internally, in order to create full transparency – and thus controllability (Monitoring & Transparency)
- Decisions and the development of new services must take place on the basis of data (Data Analytics & Security)
- Systems must be made more sustainable and more sensitive to the environment (Sustainability)
- Logistics processes not only must be networked in global supply chains, but also have to be sustainably integrated into the everyday lives of consumers at a municipal and regional level (Synchronised & Urban Logistics)
- Limited capacities in urban areas need to be used efficiently, and infrastructures have to be established – from bike paths to functional broadband networks (Smart & Digital Regions)
- All the modules that have already been depicted should be made available everywhere and at all times across all modes of transport: intermodal + multimodal + digital (Hypermodality)



The 'Hypermotion Grid' – elements of future transport systems. Source: On the way to the Digital Mobility Split, page 31.

The 'Hypermotion Grid' – the DNA of future digital transport systems

Digital disruption will result in the transformation of logistics and mobility into a system in which all elements, including data, people and goods, are engaged in a continuous exchange and are constantly in motion. In other words, logistics and mobility will find themselves in a state of 'hypermotion'. The foundation will be provided by a network structure comprising seven core elements as defined in the white paper using the 'Hypermotion Grid'.

Hypermotion

Frankfurt am Main, 20 to 22 November 2018

You can download the full white paper at:
www.hypermotion-frankfurt.com/whitepaper.

Background information on Hypermotion

Hypermotion is the first independent stand-alone platform showcasing intelligent networked mobility and logistics solutions for multimodal transport. From 20 to 22 November 2018, the world of mobility and logistics will be gathering in Frankfurt for an exhibition, conferences and Hypermotion Lab where they can work together to discuss and develop pioneering ideas and solutions.

The event is sponsored by the Federal Ministry of Transport and Digital Infrastructure (BMVI) and the State of Hesse (represented by the Hessian Ministry of Economics, Energy, Transport and Regional Development – HMWEVL). Hypermotion is also supported by all major German transport and mobility associations.

More information on Hypermotion at www.hypermotion.com.

Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

Hypermotion in social media:

www.twitter.com/hypermotionfair | hypermotion-frankfurt.com/youtube
www.linkedin.com/company/hypermotion-frankfurt

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit the website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de