

**City of Stockholm Calls for Intelligent Transport Solutions**

**Kista Science City seeks Intelligent Transport Solutions that are innovative, customer-oriented traveller services to support shifts in mobility patterns, away from cars toward public transport, biking and walking. The winner of the challenge, presented as part of the Living Labs Global Award 2011 will be invited to carry out a pilot in Stockholm to evaluate the solution before a full-scale deployment.**

The City of Stockholm, in partnership with the Living Labs Global Award 2011 today announced its global call for Intelligent Transport Solutions to be piloted and deployed in Kista Science City. An international jury will select a winner from entries submitted by international companies offering innovative and intelligent transport solutions to pioneer the mobility experience of the future for citizens and visitors.

Kista Science City is a testbed for Intelligent Transport Solutions that combines modern technologies with social entrepreneurship, co-creation, crowdsourcing and open innovation. As a virtual testbed for Stockholm, Kista is collaborating with all key transport, telecoms and technology companies. Operators are developing and opening traffic API’s creating new opportunities for innovative services and solutions such as ride sharing, public bicycle systems, new park & ride (P&R) concepts and value-added services.

- *We are inviting companies and research centers from around the world to join us in spearheading the next generation intelligent transport solutions delivering exciting new services to our citizens*, said Anette Scheibe Lorentzi, CEO Electrum Foundation and Kista Science City AB.

**Why Kista Science City?**

Kista Science City is northern Europe’s – and one of the world’s – leading business districts for Information and Communication Technology (ICT). More than 1000 businesses and 23,000 employees are gathered in Kista, everything from multinational companies to start-up technology firms. Together these form one of the world’s foremost business regions for ICT.

**About the Living Labs Global Award**

Living Labs Global, a non-profit association to promote digital service innovation in cities, announces a joint Award with the Cities of Barcelona, Cape Town, Eindhoven, Lagos, San Francisco, Sant Cugat, Stockholm, and Taipei to choose the companies and organizations that have developed solutions that add high value to users in cities around the world. The Award is organised in partnership with Oracle and Farglory.

Deadline for Submissions is February 28th 2011 and the winners will be presented at a Summit and Award Ceremony in Stockholm on May 12, 2011.

**Kista Science City AB** is the non-profit subsidiary of the Electrum Foundation in Kista. The company mission is to improve business conditions and growth by facilitating collaboration between industry, academia and public administration in Kista Science City.