

Successful performance by ATRON at the Smart Cities 2018 in Zagreb

Zagreb, November 2018

On November 30, 2018, the international expert conference Smart Cities took place for the fourth time at the airport in Zagreb. The goal of the event is to raise public awareness of technological, organisational and logistical solutions, which lead to an improvement of the quality of life. Furthermore, the hosts want to promote innovative projects and initiatives of Croatian cities. For this, companies and cities are honoured in different categories.

This year's performance of ATRON electronic GmbH as conference participant and sponsor has sparked great interest from both participants as well as media. For 14 years, the Bavarian company in Croatia has been a partner of the public transport company Zagrebački električni tramvaj d.o.o (ZET). ATRON supports ZET especially in the areas of traffic management and control, as well as dynamic passenger information. Due to the complexity of the project solutions, the ZET project has been mentioned at international digitalisation conferences.

"Digitalisation, electrification of the fleets and increasing passenger requirements will continue to create great challenges for public transport companies. The additional need for employees, information and organisation demands new solutions. One of the starting points certainly lies within autonomous driving. This development is also associated with massive changes of the complete business operation and the responsibility of the transport companies. New and creative solutions are in demand. We would like to actively design this future with the transport companies - efficiently and customer-friendly", said Jost Geweke, sales manager of ATRON electronic GmbH at the conference.

ATRON electronic GmbH

Since its foundation in 1980, ATRON has become one of the leading providers of system solutions for public transport. The portfolio includes four main areas of business: fare management, eTicketing, operations control and passenger information. Over the course of years, ATRON electronic GmbH has become a group which operates Europe-wide - the ATRON Group. There are locations in Dortmund and Leipzig, as well as in Bronschhofen (Switzerland), Linköping (Sweden) and Zagreb (Croatia).

Contact:

ATRON electronic GmbH

Am Ziegelstadel 12 + 14

D – 85570 Markt Schwaben

Phone: +49 (8121) 9342 – 253, Fax: +49 (8121) 9342 – 200

marketing@atron.de

www.atron.de