

# MyWay Vision

Stefano Persi

[stefano.persi@enide](mailto:stefano.persi@enide)

Director at ENIDE

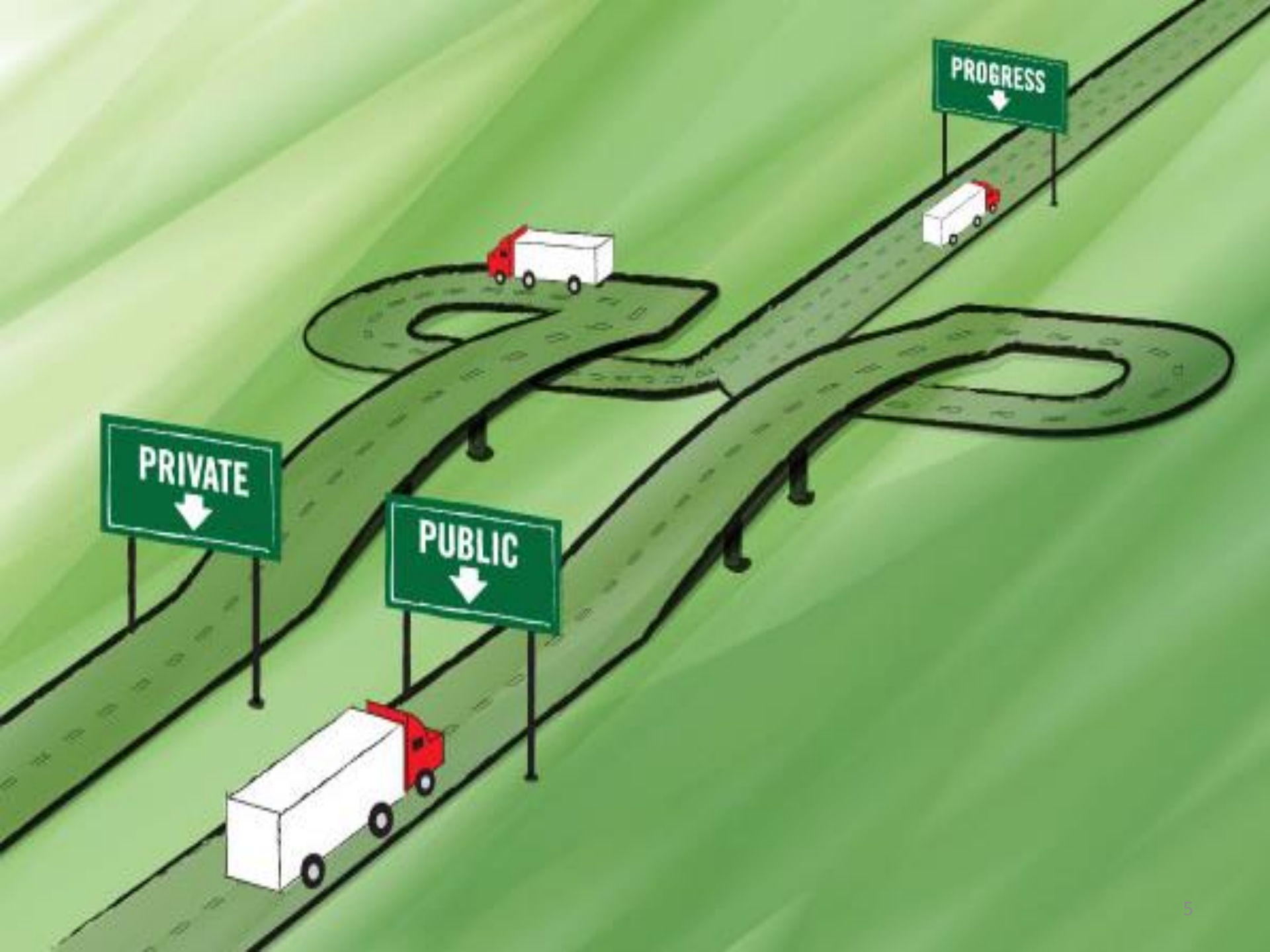


MyWay  
EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER



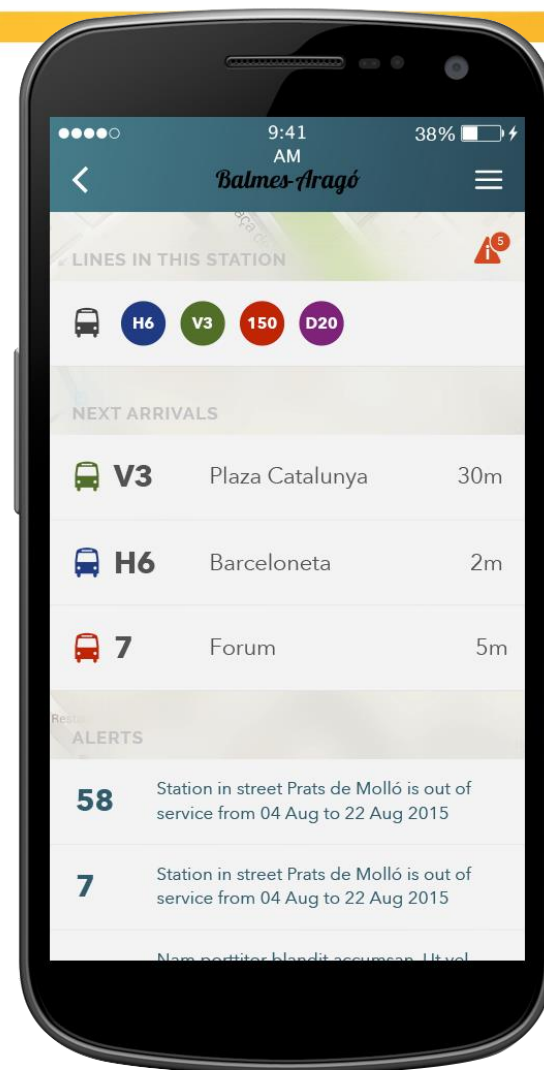
**i**  **me**





# MyWay functionalities

- User centric vision
- Fully multimodal journey planner
- Booking
- Real time awareness
- Local city/region customization
  
- Meta Planner Approach (flexibility and completeness)





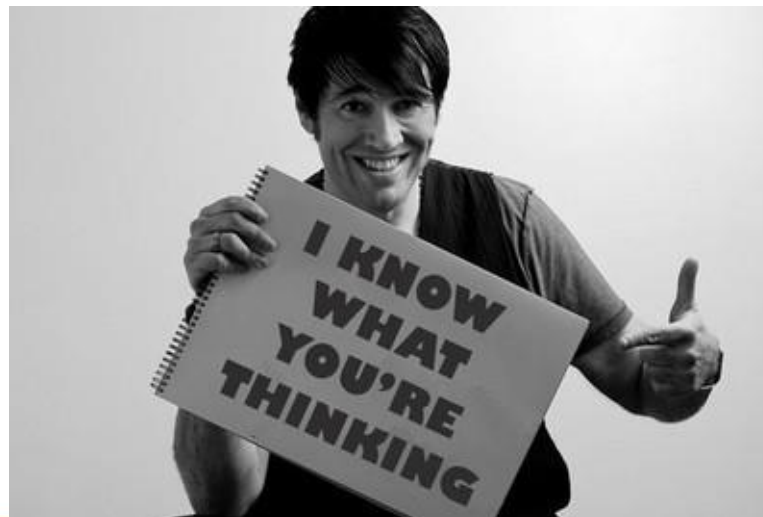
## MyWay and cities = data

- Close to cities (business model)
- Traffic and resources info in real time
- Several journey planners connected
- Public and private transport operators



## Personal data

MyWay knows each user like his/her best friend



# Road to market



## Interest from other cities

- In contact with few potentially interested cities
- Open for collaboration with private and public entities (travel booking, car manufacturers, local developers, more cities, etc.)

## Next steps

MyWay certified to run in vehicles while driving



MirrorLink™



MirrorLink  
Certified™

# Proactive approach

## MyWay **NOW**



# THANK YOU!



MyWay  
EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

Stefano Persi

[stefano.persi@enide](mailto:stefano.persi@enide)

Director at

enide