AMBITIONS AND OPPORTUNITIES FOR NORWEGIAN TECHNOLOGY PROVIDERS

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MicroDesign

- 1984: MD established in Selbu, Sør-Trøndelag
- 1986: R&D program with NPRA
- 1988: QFree tolling system installed in Trondheim
- 1990: Qfree tolling system installed in Oslo
Developing a market

• 1998: MicroDesign changed its name to Qfree
• 2003: Listed on the Oslo Stock Exchange
• Standardisation created a market
• Norwegian companies established in markets in many countries
• Industry is now a global supplier of Intelligent Transportation System
Ambition

The world's best road charging system

Charging fee based on dynamic parameters:

1. When you drive (time)
2. Where you drive (place)
3. Vehicle technology (emissions, weight++)
4. (Number of people in the car??)
Needs

- Ambitions (and money) from the politicians
- Research to create knowledge and to build competence
- Technology providers to develop the system

and a lot more...

Teknologi for et bedre samfunn