

# AMBITIONS AND OPPORTUNITIES FOR NORWEGIAN TECHNOLOGY PROVIDERS

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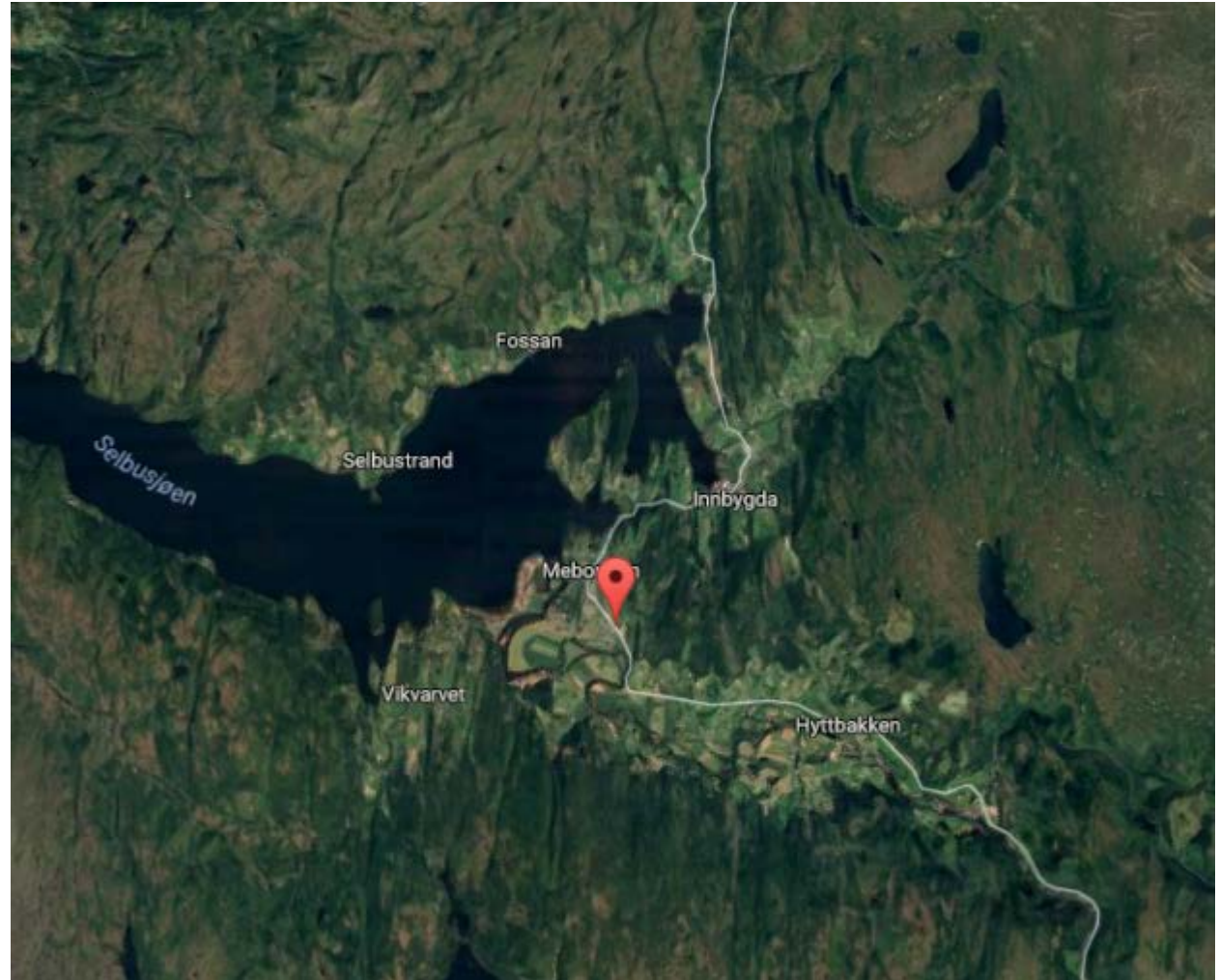




# MicroDesign

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- 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

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- 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

**NORBIT**  
*- explore more -*



# Ambition

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## *The world's best road charging system*

*Charging fee based on dynamic parameters:*

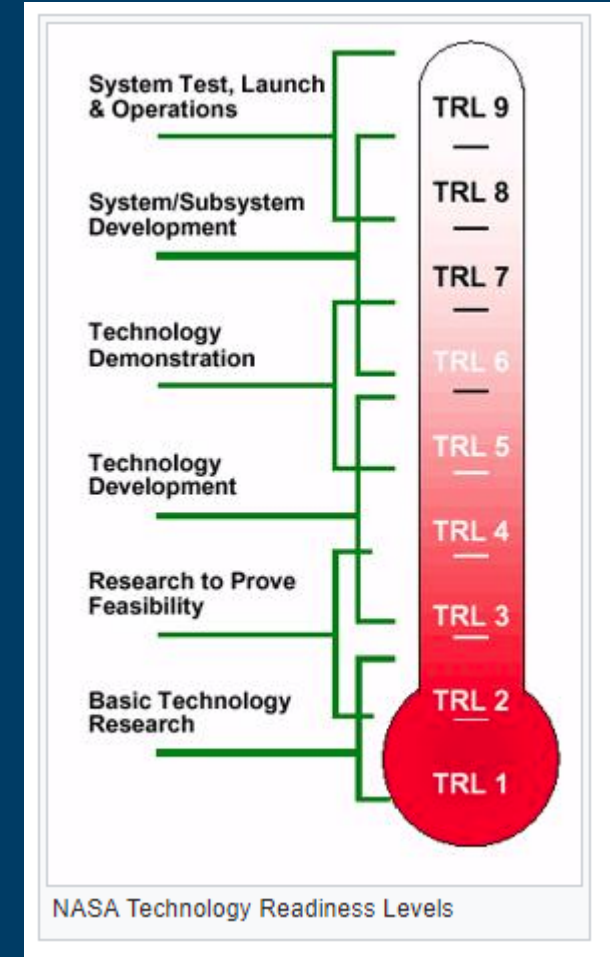
1. *When you drive (time)*
2. *Where you drive (place)*
3. *Vehicle technology (emissions, weight++)*
4. *(Number of people in the car??)*

# Needs

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

and a lot more...



Source: Wikipedia



Teknologi for et bedre samfunn