



International Telecommunication Union

# Opportunities and Necessities for Standards in the Telematics Value Chain

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*"The Fully Networked Car, A Workshop on ICT in Vehicles"*  
ITU-T Geneva, 2-4 March 2005



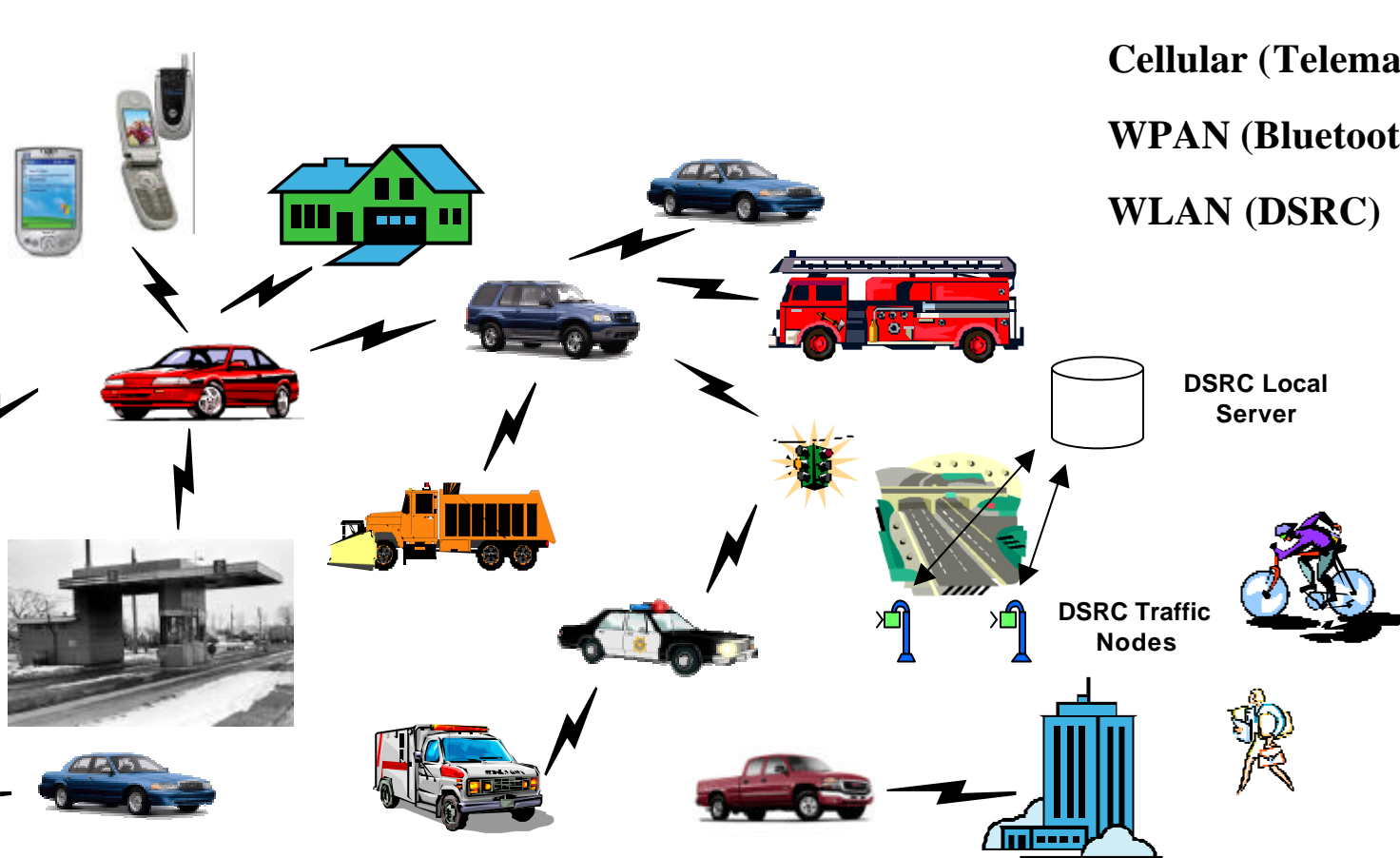
# Outline

- Why do we need standards in telematics
- Where might they exist
- What might they do
- Who will benefit and why
- What activities have the potential to address these areas
- Summarize

# Why - Future is Complex

## Seamless Mobility & the Connected Vehicle

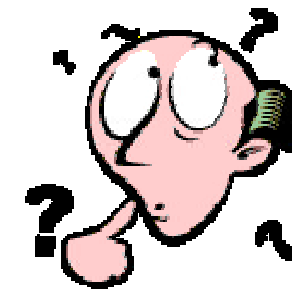
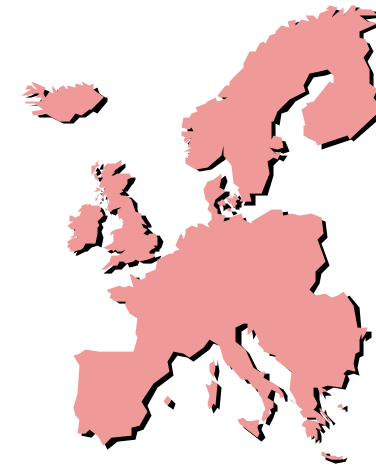
- Cellular (Telematics)
- WPAN (Bluetooth)
- WLAN (DSRC)



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# Why

- o Enable culturally diverse markets
- o Lower barrier to entry
- o Harmonize vertical solution environment
- o Prepare for increased complexity
- o Link to vast existing resources
- o Address EoU issues



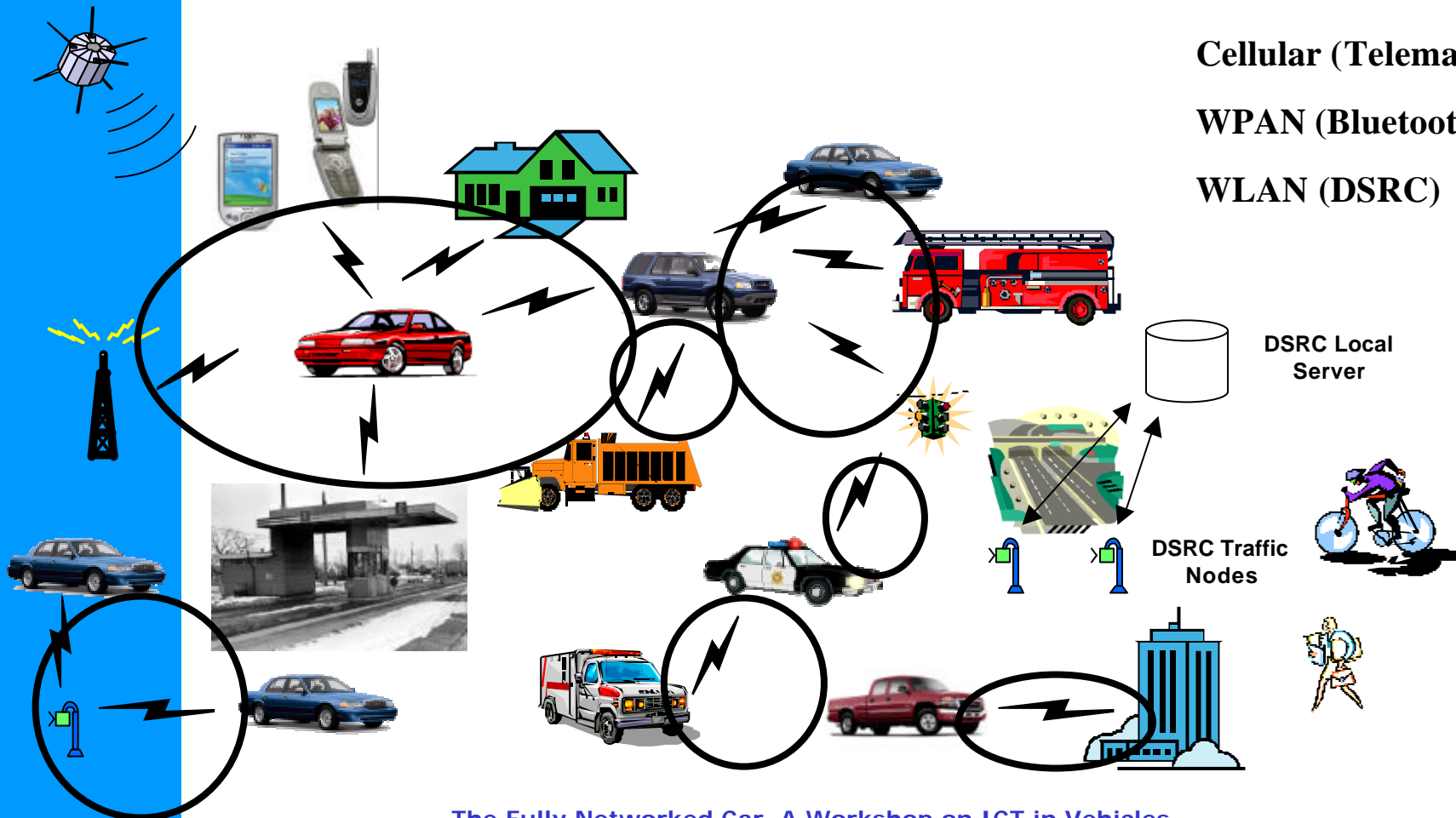
# Where

## Seamless Mobility & the Connected Vehicle

Cellular (Telematics)

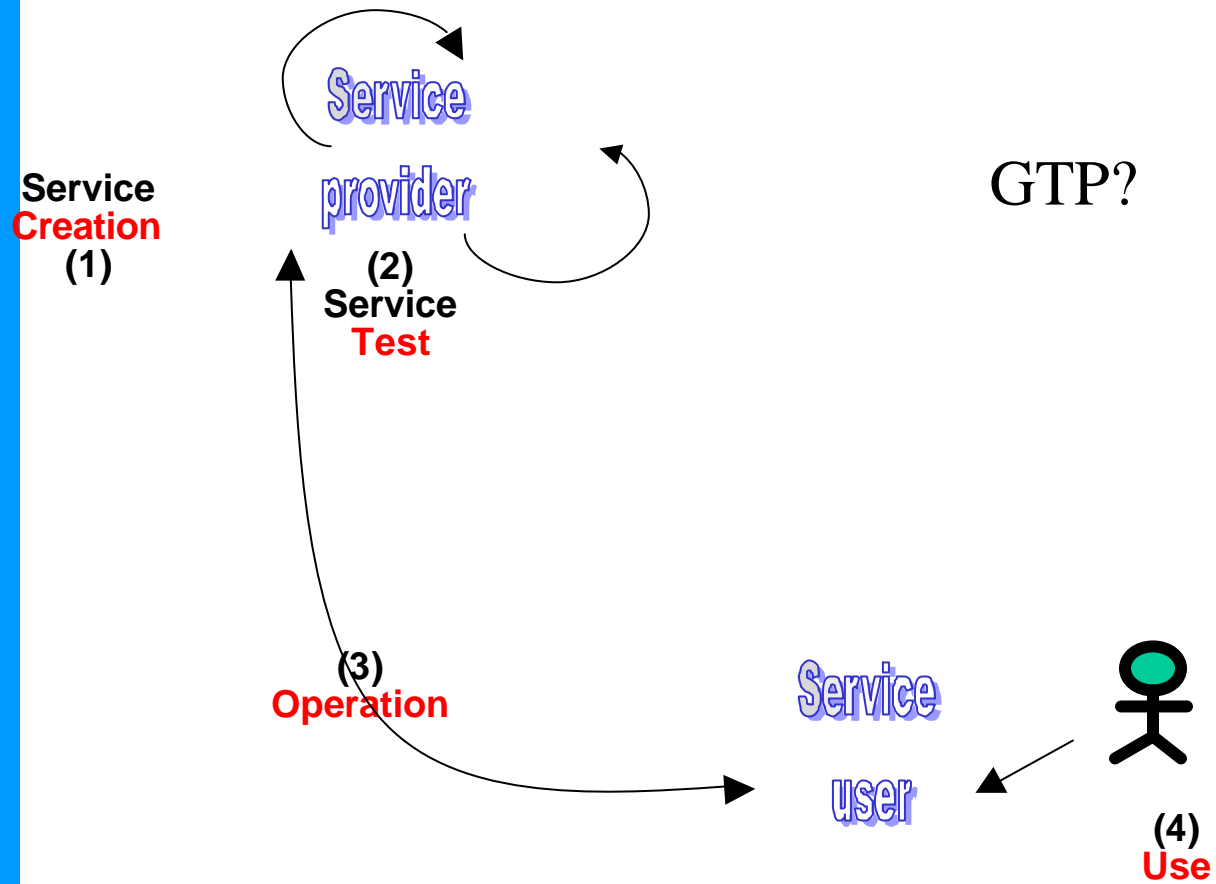
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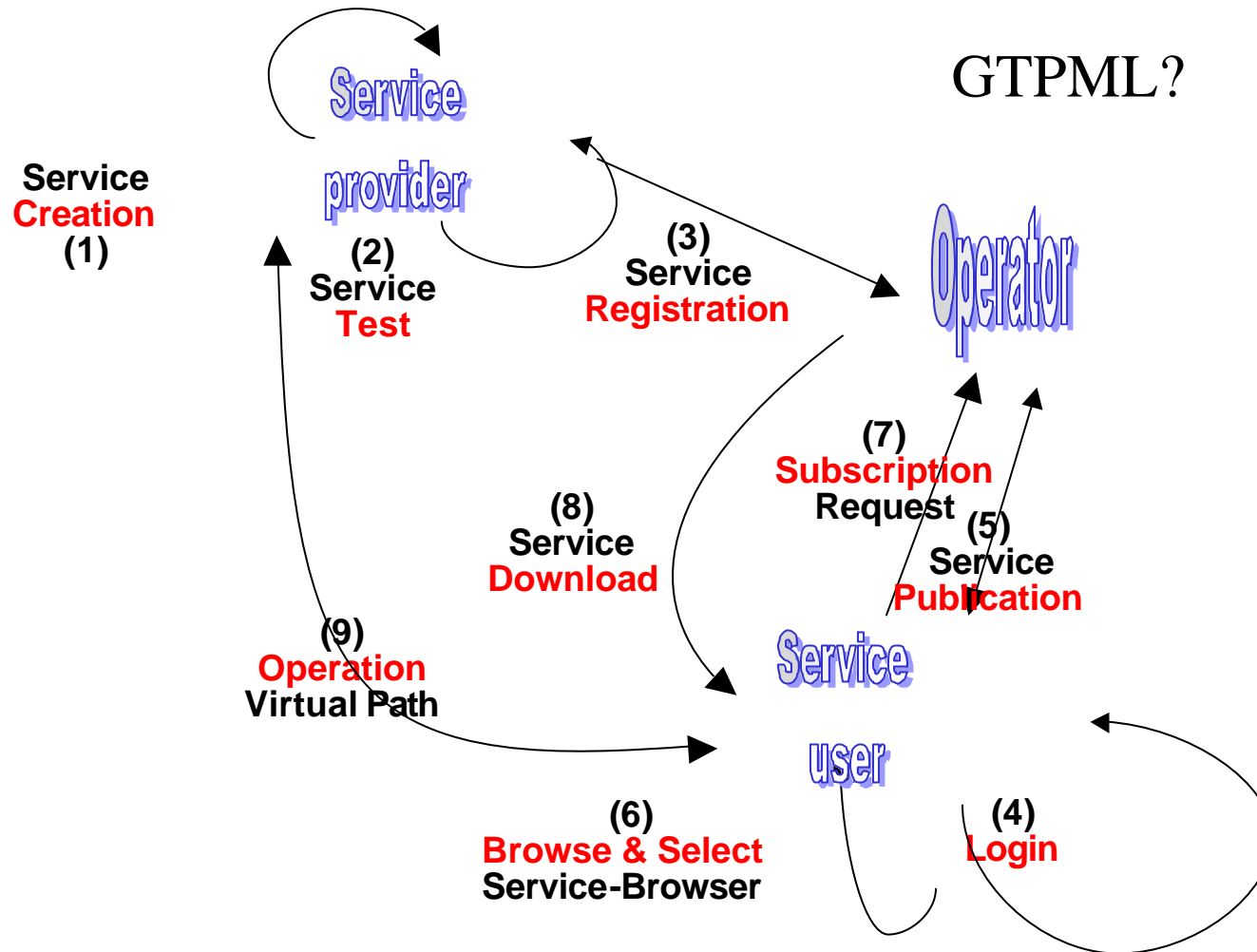


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# Where



# Where





# What - Requirements

- Avoid NIH
- Remember the Internet
- Understand current Pipes and Use Cases
- Be flexible, scalable and forward thinking
- Address dissimilar lifecycles
- Allow for innovation





# Auto OEMs' Advantages

- Global solution for global industry
- Market enabler
- Cost - Development & Product
- Time to market
- Scalability
- Bearer independence
- Specialized Service Providers
- Simple proprietary solution
- Industry learning curve -Quality & Reliability



# Service Provider's Advantages

- Stable
- Market enabler
- Time to market
- Cost - Development & Product
- Future proof
- New customer access
- Internet compatibility
- Client independence
- Pipe independence



# Client Manufactures' Advantages

- o Cost - Development & Product
- o Quality
- o Service Provider independence
- o Pipe independence
- o Scalability

# Activities



## Vehicle Infrastructure Integration



# Summary

- Why do we need to focus on standards creation?
- Where should we focus?
- What problems are we trying to solve?
- Who will benefit?
- What activities might lead to solutions?

# Thank You

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