



...within a Cooperative Mobility System

Hermann Meyer
Chief Executive Officer, ERTICO - ITS Europe

Geneva, 5-7 March 2008



ERTICO – ITS Europe: Promoting Intelligent Transport Systems & Services

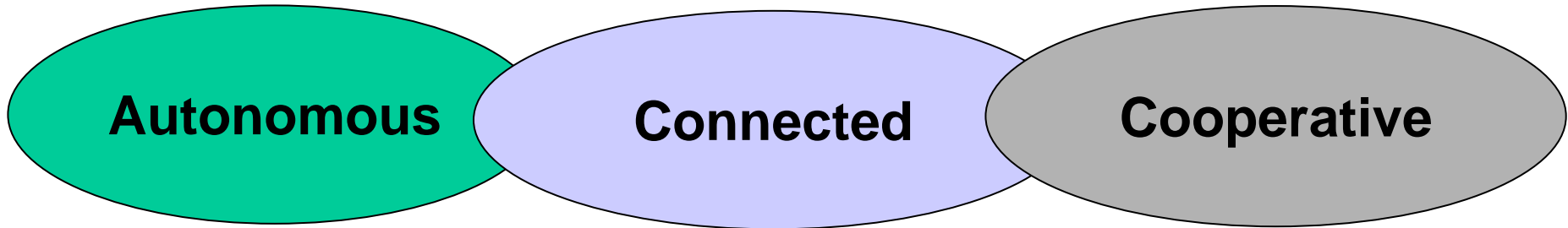
2

Public-private, multi-sector partnership with over 100 Partners from industry, infrastructure & telecom operators, public authorities, research institutes and users.

Focus on:

- Improving the safety of road users
- Making transport more efficient and environmentally friendly
- Enhancing the security of all transport
- Strengthening national and international cooperation on Intelligent Transport Systems and Services (ITS)

ITS Deployment in Europe: The Three Generations



1995

2005

2015

2025



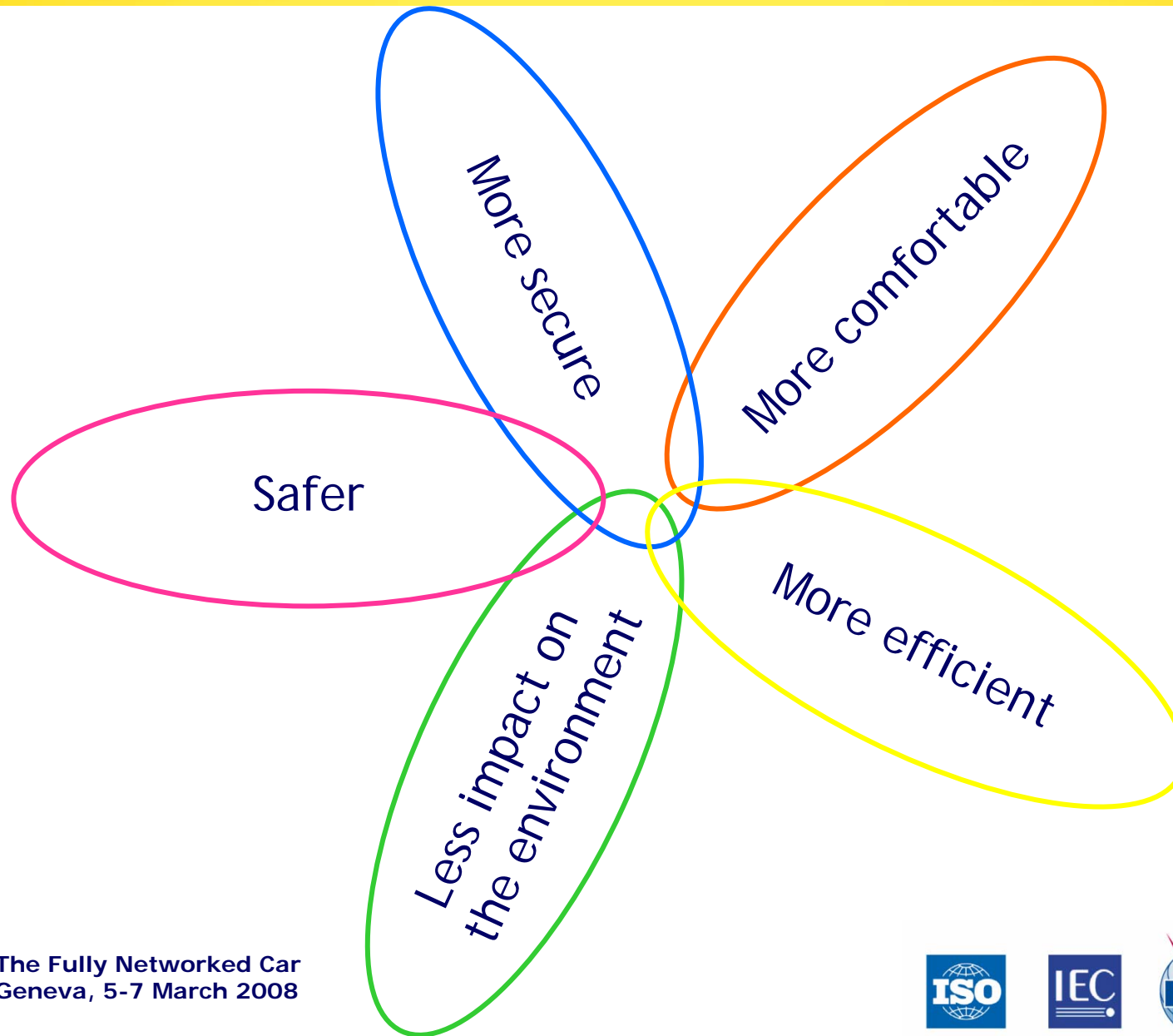
The Fully Networked Car
Geneva, 5-7 March 2008



- Communications (V2V, V2I, in-vehicle)
- Vehicle integration of mobile and nomadic devices
- Data fusion (Traffic data)
- Enhanced location referencing and positioning
- ...

Benefits of the Fully Networked Car

5



The Fully Networked Car
Geneva, 5-7 March 2008



Working Towards a Fully Networked Car within a Cooperative Mobility System

6

- o Examples of current activities with ERTICO involvement:
 - eSafety
 - SAFESPOT
 - TISA
 - i-Travel
 - CVIS

eSafety: Making Europe's Roads Safer for Everyone

7

- o Joint initiative of the European Commission, industry and other stakeholders
- o Accelerates the development, deployment and use of Intelligent Integrated Safety Systems to increase road safety and reduce accidents on Europe's roads.



- o Supportes smart vehicles on safe roads
- o Increases information to drivers
- o Combines quality data from roadside sensors and data sent directly from vehicles to inform drivers of potential safety risks



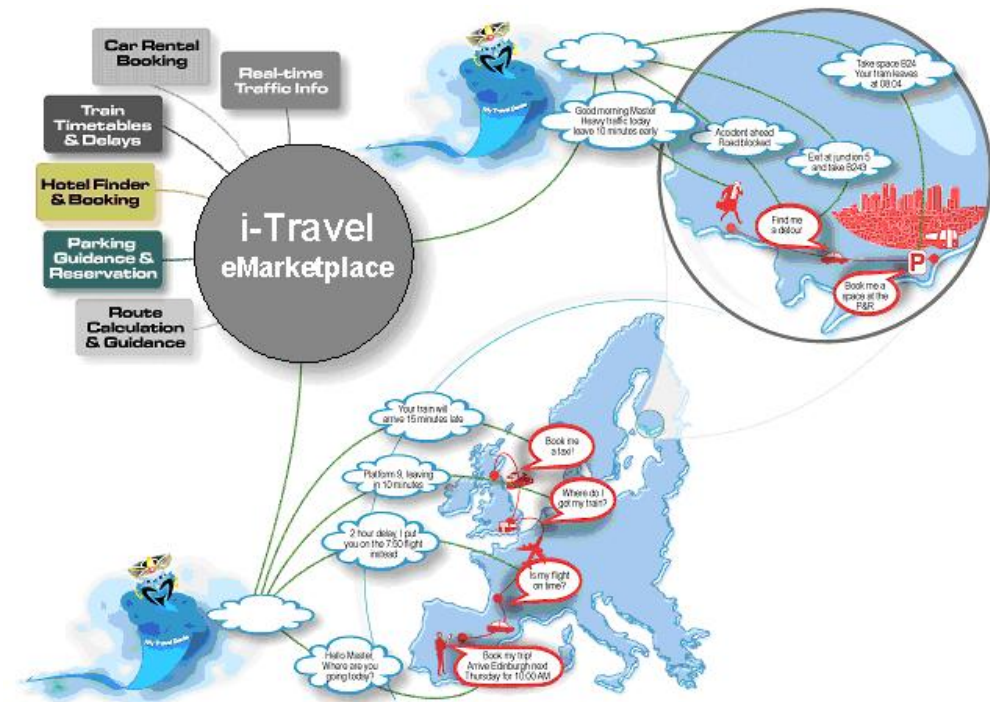
- Combines TMC Forum, TPEG Forum & the German Mobile.Info project
- Represents a framework for implementation of traffic and travel information services & products based on existing and new standards
- Includes roads, public transport and related information needs such as points of interest, weather and environmental information



i-Travel: The Connected Traveller

10

- o Builds a ubiquitous “personal travel assistant” service platform
- o Constructs a secure electronic market-place



The Fully Networked Car
Geneva, 5-7 March 2008



Fully Networked Car as Part of a Cooperative Mobility System¹¹

- Creates a wireless network between vehicles, infrastructure and traveller
- Requires an open architecture for real-life cooperative system applications and services
- Combines positioning and enhanced location referencing
- Enables cooperative traffic data processing



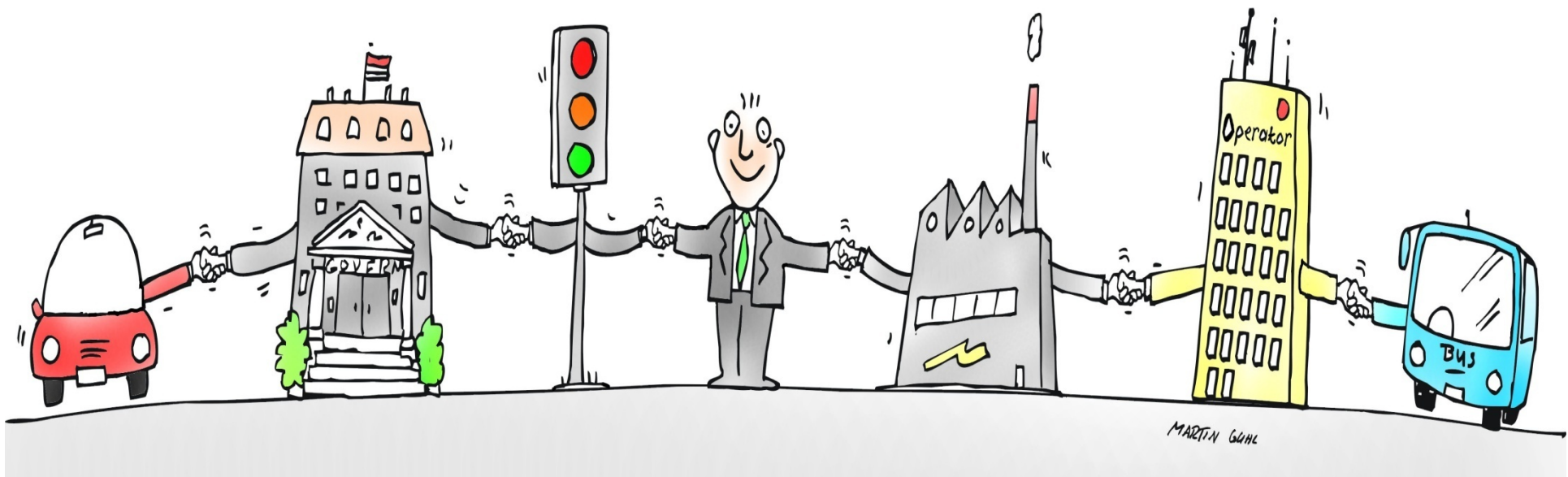
The Fully Networked Car
Geneva, 5-7 March 2008



ERTICO - ITS Europe: A Platform for Partnership

12

...to define future ITS targets, develop roadmaps for necessary services and promote development of key technologies.



The Fully Networked Car
Geneva, 5-7 March 2008

