

DURING THE GENEVA MOTOR SHOW  
2007



# *The Fully Networked Car II*

*A Workshop and Exhibition on ICT in Vehicles*

Illustrating synergy between the information and  
communication technologies and automotive sectors

**TOPICS INCLUDE:**

safety  
standards  
telematics  
location-based services

diagnostics  
business models  
telecom integration  
multimedia entertainment

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[www.itu.int/ITU-T/worksem/ict-auto/](http://www.itu.int/ITU-T/worksem/ict-auto/)

The UN Specialized Agency for Telecommunication, the International Telecommunication Union (ITU) is to stage an event *The Fully Networked Car, ICT in Vehicles II* at one of the world's largest automobile events the Geneva Motor Show 2007. The event comprising a workshop and exhibition will showcase communications technology in vehicles.

Information and communication technologies (ICT) in cars is an area of significant interest and impact. All major car manufacturers are looking to incorporate some level of ICT functionality into their vehicles. The fully-networked car is a goal of manufacturers seeking to offer improved safety and a better driver experience. *The Fully Networked Car, ICT in Vehicles II* will comprise a two-day workshop, and an exhibition which will showcase best-of-breed technologies from around the world.

Last year (2-4 march 2005) ITU hosted a workshop *The Fully Networked Car, ICT in Vehicles* focusing on the synergy between the ICT and automotive sectors. The workshop took place during the 75th Geneva International Motor Show and followed an event held at the ITU headquarters in Geneva the previous year. The events organized together with the International Organization for Standardization (ISO) attracted professionals from the world's biggest information and communications technologies (ICT) and vehicle manufacturers and were widely hailed as successful. More information including presentations of the workshops is available online at: [www.itu.int/ITU-T/worksem/ict-auto/](http://www.itu.int/ITU-T/worksem/ict-auto/)

In 2007 we aim to build on the success of these events by filling exhibition space of 700m<sup>2</sup> with OEM (original equipment manufacturer), consumer or concept communication technologies in vehicles such as communication from/to the car, location-based services, multimedia entertainment, diagnostics, safety and e-call, etc. The workshop element of event is aimed at high-level decision makers, product implementers, planners, designers and engineers. The exhibition will be open to the 800,000+ projected visitors to the Geneva Motor Show.

The International Electrotechnical Commission (IEC) and the International Organization for Standardization (ISO) are consulting with their members with regards to co-organizing the 2007 event.

*The Fully Networked Car, ICT in Vehicles II* will be advertised as an attraction within the Geneva Motor Show by its organizers, additional marketing will be undertaken by the partner organizations organizing the event.

Since interest is strong for this event we would recommend signaling your early interest, by contacting:

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