



THE FULLY NETWORKED CAR

Call for Papers and Exhibitors **Information and Communication** **Technologies in Motor Vehicles**

GENEVA MOTOR SHOW, MARCH 2007

A major event on the fast moving market of information and communication technologies in motor vehicles is being organized by the World Standards Cooperation (WSC), the entity comprising ITU¹, ISO² and IEC³, at the Geneva Motor Show in March 2007, one of the world's leading automotive events. The event includes a workshop from 7 to 9 March 2007 and an exhibition that will run the length of the public days from 8 to 18 March, as well as the press days, on 6 and 7 March 2007. Seven hundred square metres will be made available for the exhibition to showcase new products and concepts to an audience which will include high-level decision-makers and media – in addition to the traditional audience of the motor show, an expected 800,000 visitors. The event will bring together the key specialists in the field, from top decision-makers to engineers, designers, planners, government officials, regulators, standards experts and others.

It is essential for all stakeholders to come to grips with an area that is having a profound influence on how motor vehicles are developed, experienced and sold, and that represents an ever-increasing share of added value and innovation in the automotive industry. The convergence of telecommunications and information technologies has given rise to a host of automotive applications. These are both fascinating and complex. They have the potential to vastly improve vehicle safety and mobility while increasing comfort and enjoyment, but they also raise some fundamental questions. What are the right business models in linking the automotive and telecoms sectors? What are the legal and policy constraints? How do we face the technical and engineering challenges? How do we make sure that the right standards are adopted to deal with the complexity of so many electronic components and to allow this market to develop its full potential? These and many other issues will be discussed.

The goals of the workshop are to shed light on all these questions, to establish a constructive dialogue among all the stakeholders, to reach a better understanding between the telecommunication and automotive sectors and to combine their efforts and skills to create standards that are mutually beneficial.

“The Fully Networked Car” will feature in the marketing of the Geneva Motor Show and will be extensively publicized by the organizers ITU, ISO and IEC.

¹ ITU: International Telecommunication Union (www.itu.int)

² ISO: International Organization for Standardization (www.iso.org)

³ IEC: International Electrotechnical Commission (www.iec.ch)

More information will be available on the event website at:
www.itu.int/worksem/ict-auto/200703/index.html

Call for Papers and Exhibitors

The Fully Networked Car

Workshop

The workshop will bring interested parties together from around the world to forge standards to promote innovation and ensure that in-car communication technology moves forward at a rapid pace.

The following areas will be covered:

AREA 1: COMMUNICATIONS (VOICE AND AUDIOVISUAL SERVICES)

- Challenges for hands-free implementation (built-in or installed after)
- Communications inside the vehicle, including voice synthesis and voice recognition
- Audiovisual equipment – screens and audio/video equipment (for passengers)
- Speech recognition for car control functions

AREA 2: MOBILE OFFICE (DATA AND MULTIMEDIA SERVICES)

- Type of information to be transmitted or exchanged
- Internet access – trends in technologies and services
- Future of telematics in cars
- Trends and technologies for in-vehicle data buses
- New entertainment concepts in cars
- Telepayment applications

AREA 3: DIAGNOSTICS AND TELEMATICS

- Future trends in car navigation
- Requirements for location-based services
- Integration of mobile equipment into the car infrastructure
- Mobile maintenance of cars

Call for Papers and Exhibitors

The Fully Networked Car

AREA 4: SAFETY (VEHICLE AND PASSENGER SAFETY, EMERGENCY SERVICES)

- Specific needs of ETS (Emergency Telecommunications Services)
- Type of information to be communicated to the emergency services
- Links with telemedicine and experimental psychology
- Issues to be solved in relation to frequency allocations, the use of radars and data transmissions between cars (car-to-car communications)
- Impact of regulation on the services
- Cooperative systems: Vehicle infrastructure and interfaces required
- Future role of probe data

AREA 5: STANDARDS AND STANDARDS HARMONIZATION

- The impact of telecommunication standards on vehicles and transport
- National, regional and global standards initiatives for communications in vehicles
- Gap-analysis – which standards exist, where are standards lacking, where do standards need to be harmonized?

AREA 6: POLICY ISSUES

- Requirements to ensure data privacy
- Requirements for security and liability
- Needs in public and private sectors and discussion about required consensus
- Issues related to electronic fee collection

Presentations in all areas should focus on:

- Integration of solutions into existing infrastructures and systems
- Technical solutions
- Business models
- Network platform requirements
- Testing and optimization strategies
- Need for new specific telecommunication standards

Authors wishing to present papers should submit a half-page abstract, including the title of the paper and the author's full name, address, fax, telephone and e-mail, to tsbcar@itu.int before Monday, 1 October 2006.

The accepted presentations shall be submitted no later than Monday, 29 January 2007.

Call for Papers and Exhibitors The Fully Networked Car

Exhibition

The exhibition will showcase the latest products and developments in all the areas addressed in the workshop. It mainly targets:

- Car manufacturers
- Suppliers
- Service providers
- Network operators

whose systems and services introduce new approaches in the area of information and communication technologies in motor vehicles.

Exhibitors should focus on:

- Solutions implemented into existing infrastructures and systems
- Services
- Technical solutions – integrated, as well as after-market products
- Testing and optimization concepts

The exhibition will take place in Salle A, close to the main entrance of the Geneva Motor Show. There are limited opportunities available. To participate, please contact tsbcar@itu.int or call Joanna Yang at +41-22 730 6206.

For updated information, please see: www.itu.int/ITU-T/worksem/ict-auto/200703/index.html

For more information on ITU-T workshops:	www.itu.int/ITU-T/worksem/
For information on ITU-T:	www.itu.int/ITU-T/
For news and subscription to the ITU-T e-Flash:	www.itu.int/ITU-T/lighthouse/
For ITU-T Technology Watch:	www.itu.int/ITU-T/techwatch/
For ITU-T membership information:	www.itu.int/ITU-T/membership/
Workshops contact:	tsbworkshops@itu.int

ITU Telecommunication Standardization Bureau (ITU-T) • Place des Nations • CH-1211 Geneva 20 • Switzerland

