Session 2
Highlights & Conclusions

Telematics - Realizing the Opportunities / Michael Dornan, Gartner G2
Legal and Liability Issues of Telematics / Dr. Christine Kanz, Reimann, Osterreith, Koehler, Haft
Location Based Services Policies / ChiDong Kim, MIC, Republic of Korea
Data Policy / Dave Acton, Director, ITS America

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Highlights from Presentation 1
Telematics - Realizing the Opportunities

■ What is holding Telematics back:
  ◆ embedded onto new models of vehicles
  ◆ Partnerships/JVs between vehicle makers and TSPs
  ◆ Government Regulations (e.g. restriction on in-car phone use)
  ◆ Market rollout of telematics solutions by Network Carriers
  ◆ Consumer focussed telematics promotions by Dealerships
  ◆ Telematics offerings accessible outside the vehicle (e.g home, office)
  ◆ Commitment to telematics by Software Companies
  ◆ Widespread adoption of Bluetooth
Highlights from Presentation 2
Legal and Liability Issues of Telematics

- Standard to be applied for “legitimate safety expectations” is the “least informed and most endangered user”
- Influenced by the presentation of the product in manuals, advertisement etc.
- Manufacturer must inform about limits of the system, the existence of a system at all etc. For example, how does it perform under bad weather conditions etc.?
- Manufacturer must take foreseeable misuse into consideration and must take measures to avoid it.
- For remaining risks instructions and warnings must be given to the driver.
  1. Risks must be made plausible.
  2. Warnings in manuals are not always sufficient.
Highlights from Presentation 2
Location Based Systems Policy

• Location Information Operator: LBS provider must specify legal obligation on the stipulation when they collect personal location information or provide services and they must obtain subscribers’ agreement.

• Location Information Operator can use privacy info. only for agreed purposes and can not provide it to third party.

• The minister of MIC is arranging policies to create good environment for using of location information

• MIC supports technical development and various LBS related businesses.
Highlights from Presentation 2
Data Policy

- The VII Technical and Commercial issues are daunting, but the social issues more so
- Data Policy is a key social issue that must be resolved in order for VII to be realized
- Data Privacy is a priority subset of Data Policy due to the need for public awareness and support
Conclusion

Add here your general conclusions, closing remarks, etc