

A stylized yellow car is shown from a top-down perspective, partially obscured by the text. A red and yellow swoosh graphic curves around the car.

THE FULLY NETWORKED CAR

**Standardization as Support to Innovative
Solutions for the Mobile Service World**

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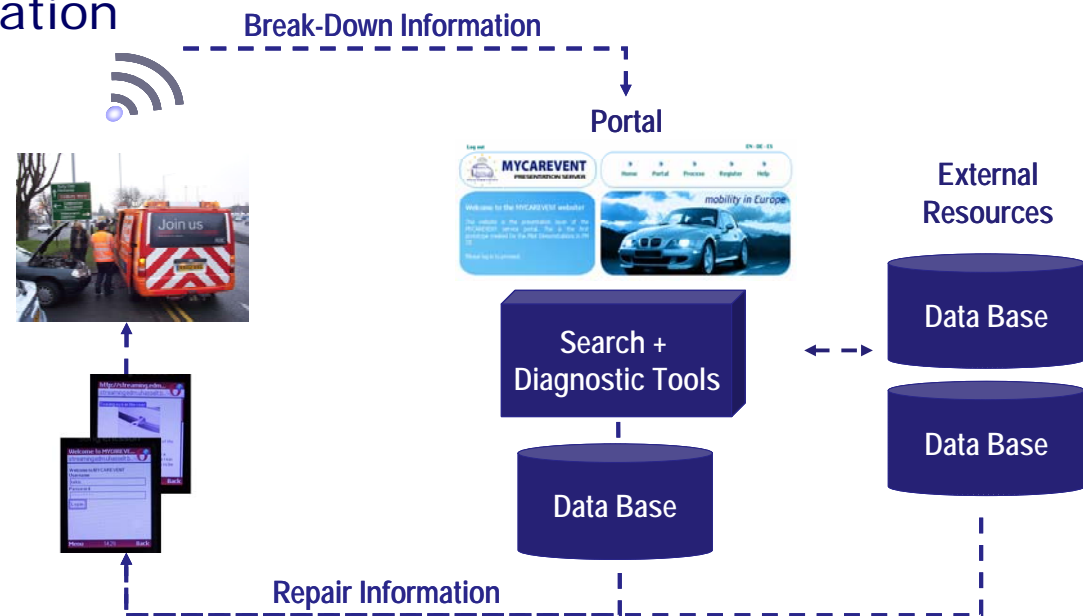
Geneva, 7-9 March 2007

Outline

- Presentation of MYCAREVENT
- Standardization Issues
 - Integration of Concept (theory)
 - Implementation (R&D Phase Standardization)
- Standardization in MYCAREVENT - Practical experiences
 - Partner behavior
 - R&D Phase Standardization
- Conclusions
 - from point of view of research project
 - from point of view of NSB

What is MYCAREVENT?

- MYCAREVENT is...
 - ... a project funded by the European Commission
 - ... a consortium of partners including OEMs, franchised and independent service providers
 - ... an innovative solution for the automotive after-sales market to access repair information



What is at the core of MYCAREVENT?

- ... a framework to enable a Mobile Service World:
 - **Generic Integrated Information Reference Model (GIIRM)**
 - **Core Portal** as a single point of access
 - **Messaging format** to integrate information resources
 - **Workflow** to facilitate access
 - **Business Model** considerations to ensure sustainability of the platform
 - **Tested Prototypes** based on particular use cases
 - Interfaces for **future extensions**

Single Point of Access

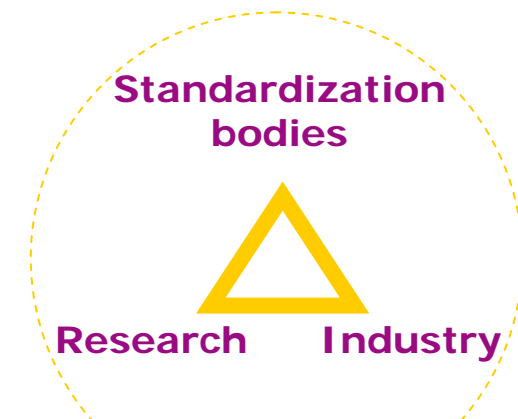
Mobile Technical Support

Vehicle Diagnostics

Repair & Diagnostics Information Provision

MYCAREVENT uses a hybrid standardization strategy

- Integration of standards body, industry and research
- Standards body: *de jure standards* (e.g. ISO, DIN)
 - Experience in standardization processes, infrastructure
 - Acceptance & dissemination of outputs, link to international standardization
 - time consuming and constraints to follow emerging trends
- Industry: *de facto standards*, industry standards
 - Industry standards driven by relevant requirements
 - Developed fast and efficiently
 - sectoral / geographic constraints, not necessarily linked to global level
- Research
 - Scientific, domain specific background
 - Neutrality, supporting function

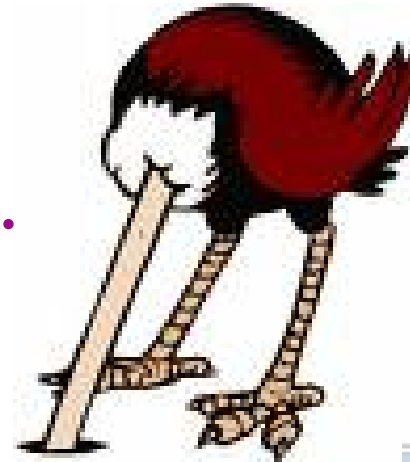


The aim is to integrate positive contributions and use the synergies

Standardization in MYCAREVENT - The Experience

■ Partner Behavior:

1.

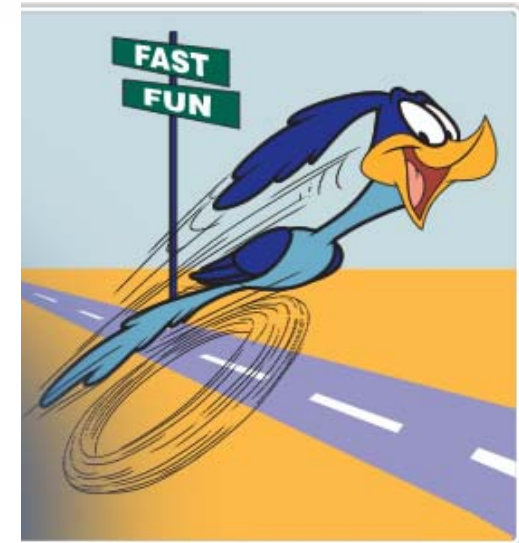


2.

Realisation of Feasibility and Chances

- Influence on the contents of standards
- Reduction of costs for R&D through access to MYCAREVENT knowledge
- Early knowledge of future technical rules

3.



MYCAREVENT uses R&D Phase Standardization

- Methodology developed at DIN to support research projects mostly in the area of innovative technologies to make best use of benefits of standardization:
 - Analysis of existing standards
 - Exploration of potentials for standardization in results / innovations developed by the project
 - Identification of appropriate level and type of standard
 - Integration of potential partners beyond project consortium

- Benefits to be expected:
 - Visibility and accessibility of results
 - Sustainability of documentation of results
 - Specific form of exploitation of project results
 - Access to and potentially transfer into formal standardization

R&D Phase Standardization in MYCAREVENT

- Analysis of existing standards
 - Assessment of suitability for application to specific areas of development in MYCAREVENT
 - Identification of gaps
- Identification of needs for standards
 - Survey among project partners to assess potentials of topics identified
 - Dedication of partners to specific topics
- CEN/STAR Trends Analysis Workshop
 - Presentation to the interested public of state of standards landscape and of potentials
 - Identification of external parties interested in standardization relevant for MYCAREVENT

R&D Phase Standardization in MYCAREVENT

- Identification of areas for action / examples from MYCAREVENT:
 - Non-existing standards:
 - Information model for the automotive domain specified in the project
 - Formal standardization is too slow:
 - ODX: results from ISO are not yet available; project had to adjust some of its goals.
 - Other areas:
 - Repository for XML schemas

 - Maturity of results of project:
 - Some results are yet in a early stage and therefore are yet not suitable for standardization
 - Follow-up of further development should be considered

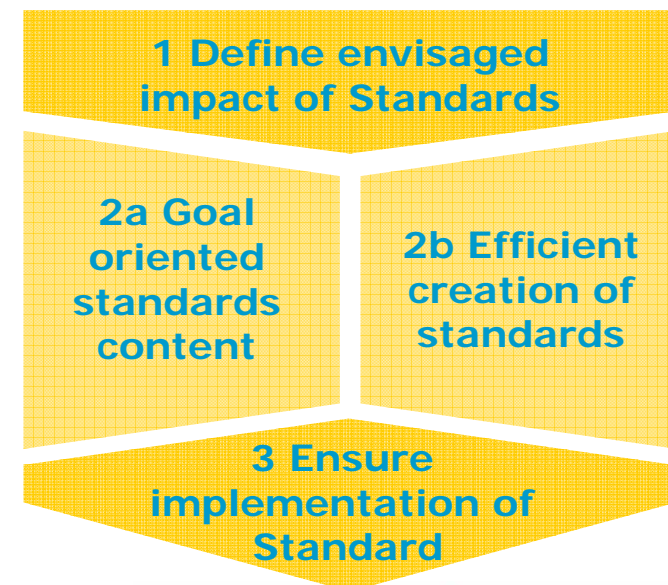
R&D Phase Standardization in MYCAREVENT

- Development of specifications and workshop agreements
 - CEN Workshop Agreement (CWA) on Information Modeling Automotive:
 - Documentation of state-of-the-art in the domain
 - Level appropriate for a European IP
 - Attraction of major players
 - German Publicly Available Specification (PAS) on Interactive Circuit Diagrams - Creation and Design Process:
 - National level to best suit the interests of developer
 - First approach on the topic
 - Developed to support competition in the market

Conclusions: From Point of View of Research Project

- Standards ensure sustainability of research results!
- Regulation entities do not want to dictate the content of standards but want to ensure that there is one...
- Industry partners have to identify their intrinsic motivation to use standards as a strategic instrument.
- Involve standards bodies because they master the process!

- ▶ Standards are relevant to all companies!
- ▶ Only companies with an intrinsic motivation volunteer in development of standards!
- ▶ Mastering standards leads to implementation of standards!



Conclusions: From Point of View of NSB

- What research should consider
 - Standardization benefits and effects should be exploited wherever appropriate
 - Efforts for assessment / analysis of existing standards should be part of budget in all technological work areas/ work packages of a research project
 - Standards action plan that goes beyond project runtime should be developed

- What NSBs can do to support activities
 - Have tools / methodology that support research projects in their documentation and exploitation strategy
 - Adjust tools / methodology to the specific research project in question
 - Offer forms of standardization that are faster than formal standardization

Thank for your attention!

DIN



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