

# ICT and Road Safety

WSIS Forum 2011  
Thematic Workshop



# Agenda

1. Opening (*Reinhard Scholl, ITU*)
2. Distracted Driving and the Decade of Action for Road Safety (*Tami Toroyan, World Health Organization*)
3. Advanced Driver Assistance Systems (*Guido Fürer, bfu – Swiss Council for Accident Prevention*)
4. Road Safety – Technology, Innovation and Research (*Randy Ramusack, Microsoft*)
5. ITU, ICT and Road Safety (*Martin Adolph, ITU*)
6. Wrap-up and Close of Workshop (*Reinhard Scholl, ITU*)

# Panelists

**Dr Reinhard Scholl**

Deputy to the Director of the ITU  
Telecommunication Standardization Bureau

Chief of Standardization Policy Department

Organizer of ITU/ISO/IEC Fully Networked Car  
workshops at Geneva Motor Show



# Panelists

**Dr Tami Toroyan**

Technical Officer for the World Health Organization's  
department of Violence and Injury Prevention

Focal Point for Global Status Report on Road Safety

Author of "Mobile phone use; a growing problem of  
driver distraction" (WHO, 2011)



**World Health  
Organization**



# Panelists

**Guido Fürer**

Head of Communications & Public Affairs and  
Member of the Board at  
bfu - Swiss Council for Accident Prevention

Focal Point for Auto IQ Initiative for Advanced  
Driver Assistance Systems, and  
other accident prevention campaigns



# Panelists

**Randy Ramusack**

United Nations Technology Officer at Microsoft

Responsible for Microsoft's Technology Policy initiatives and engagements with leaders across the United Nations system

**Microsoft®**



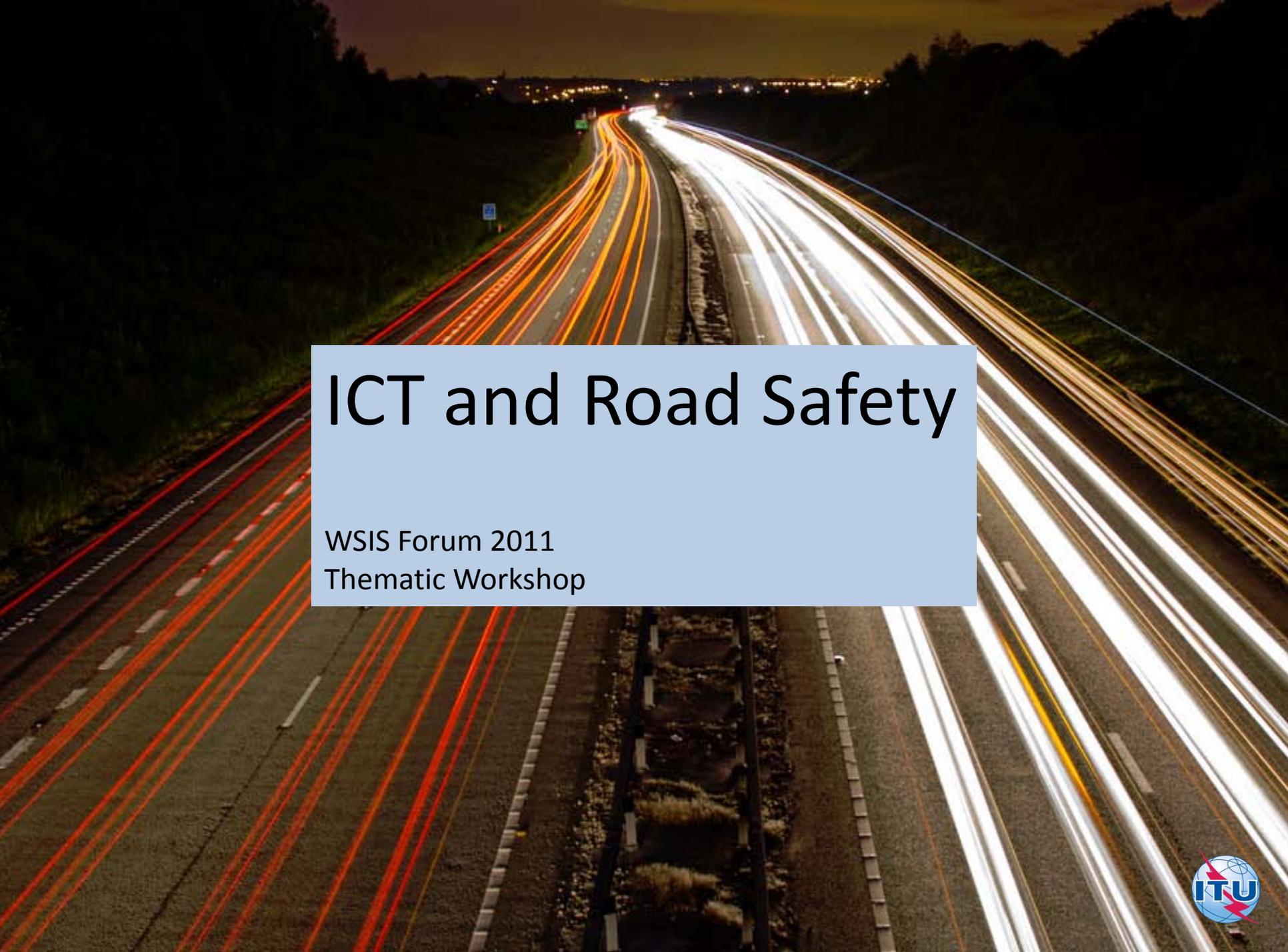
# Panelists

**Martin Adolph**

Programme Officer, Policy & Technology Watch Division,  
ITU Telecommunication Standardization Bureau

Author of ITU Technology Watch Reports, including  
“Decreasing Driver Distraction” (ITU, 2010)





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