

Preparing for the Next Wave VII and Related Developments

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What has been accomplished

- Globally, system architectures have evolved a common framework
- Automakers and suppliers have crossed the threshold where common protocols are valued and desired
- Demonstration of the whole telematics ecosystem is now a necessity to advance understanding and demonstrate the synergy
- Most participants now understand that safety enhancements are a critical partner in any commercial vehicle communications deployment

Current Activities

- Europe
 - ERTICO's GST Project, eCall
- Asia
 - Japan – Enhancements to VICS
 - Korea – Telematics Model City
 - China/India – emerging giants for congestion and commercial vehicle management
- North America
 - VBSS/CICAS/VII

USDOT'S ITS PROGRAM

- The U.S. Department of Transportation's (USDOT) Intelligent Transportation Systems (ITS) program is launching a new generation of initiatives aimed at improving transportation safety, relieving congestion and enhancing productivity.
- The USDOT Management Council chose nine major initiatives to comprise the centerpiece of the ITS program. These new initiatives were announced by Assistant Secretary of Transportation for Transportation Policy and Director of Intermodalism Emil Frankel at the 2004 ITS America Annual Meeting.
- The Management Council's new initiatives are on an important step in the continuing evolution of the ITS program and will contribute to strengthening the role of ITS in transportation safety, mobility and productivity.

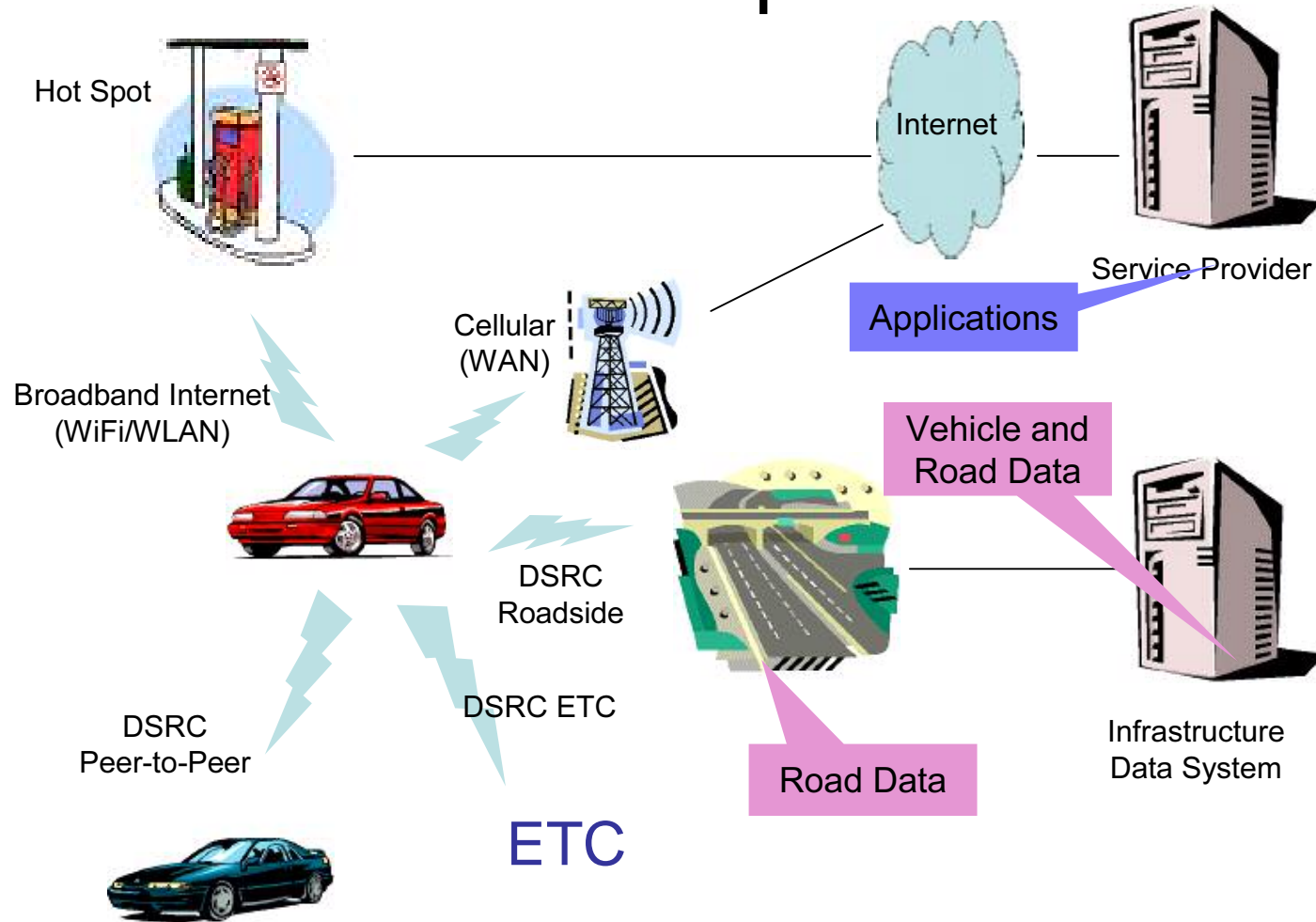
Three Primary Initiatives

- Integrated Vehicle Based Safety Systems (IVBSS)
 - Goal: All new vehicles would be equipped with advanced driver assistance systems that would help drivers avoid the most common types of deadly crashes.
- Cooperative Intersection Collision Avoidance Systems (CICAS)
 - Goal: To achieve deployment of intersection collision avoidance systems that can save lives and prevent injuries at 15% of the most hazardous signalized intersections nationally, with in-vehicle support in 50% of the vehicle fleet, by 2015.
- Vehicle Infrastructure Integration (VII)
 - Goal: Achieve nationwide deployment of a communications infrastructure on the roadways and in all production vehicles and to enable a number of key safety and operational services that would take advantage of this capability.

What is the VII Program

- The VII program is a progressive sequence of tests and demonstrations leading to national deployment of both roadside infrastructure and vehicles
- The VII program is intended to resolve the business case for the stakeholders and demonstrate the feasibility and practical benefit of vehicle communications for safety
- The VII program has arisen because of discussion between state Department of Transportations (DOT) and the auto industry

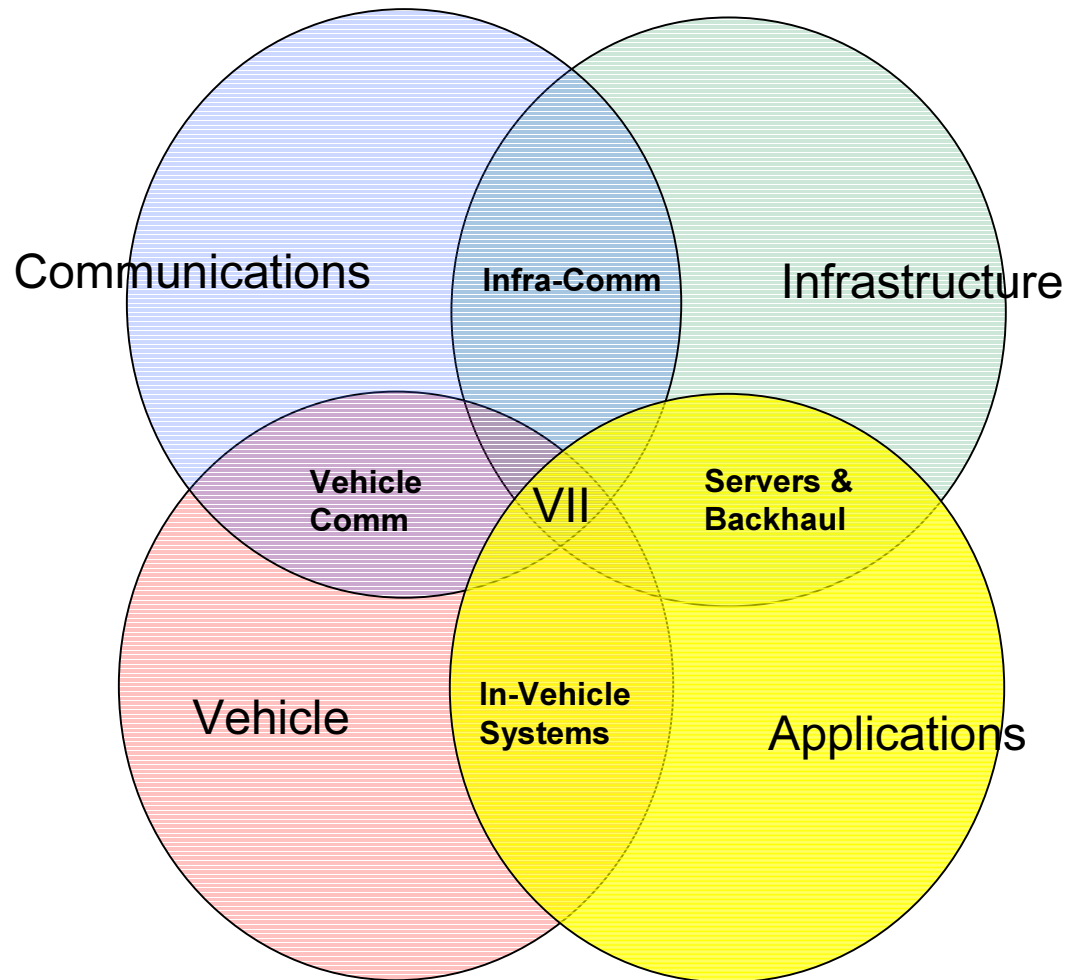
North American Telematics Landscape



Who are the Players

- Governments
 - Federal (DOT/FHWA/JPO/RITA)
 - State (AASHTO)
- Automotive Industry
 - VII Consortium
 - VII Working Group
- Domain Stakeholders
 - Telecoms & Communication Equipment
 - Applications & Services
 - Products and Systems

Stakeholders Map



It is the area of the domain overlaps that is important to the operational environment of the VII

Every domain overlaps with every other domain in one, two and three areas of congruence

These sub-domains have additional public and private entities that are not presently engaged in the process.

Without involvement of all the stakeholders we will be unable to develop a sustainable plan.

Critical Success Factors

- Need to engage all stakeholders
 - Validate approach by those who will build it
 - Validate use cases by those who will use it
 - Validate feasibility by those who will pay for it
 - Validate assumptions about behavior of all stakeholders
 - Assure that all assumed behaviors are “natural”
 - Avoid counter productive behaviors from excluded stakeholders

How do we assure this?

- Car makers and Governments are well organized
 - Federal government has the FHWA, US DOT and JPO. Soon it will form the Research & Innovative Technology Administration (RITA), reorganizing several functions into one cohesive agency
 - State Governments have the American Association of State Highway and Transportation Officials (AASHTO)
 - Automakers have formed the VII Consortium to begin consensing on architectures, standards and common concerns.
- To date, all other stakeholders have no organization to legitimize their participation, validate other's assumptions about them, and advance their positions
 - Need a way to assure this large community is engaged in the process without creating chaos

Connected Vehicle Trade Association

- An international, non-profit trade association has been formed to advance the interests of the non-automaker, non-government stakeholders
- Shared Vision MOUs are being developed with the VII Consortium, AASHTO and ITS America
- An interim board is being established with primary stakeholders and industry leaders from each domain
- The TA will open for membership following an April, 2005 workshop in Detroit

TA Charter

- The CVTA will be formally endorsed by the automakers VII Consortium, and recognized as the voice of the stakeholder industries
- The TA must ensure that all stakeholders:
 - Have a means of developing consensus within their domains,
 - Have regular, facilitated access to the government bodies, automaker organizations and other domains
 - Are assured that no single private interest influences the direction or intent
- Act to advance the interests of the member industries as a non-profit business league

TA Functions

- Provide direct access to information about the design, development and deployment plans
- Establish Industry Focus Groups for each domain
 - Determine feasibility and risk assessment of plans
 - Establish structured meetings to discuss with other domains, automakers and public entities
- Develop demonstration and standardization efforts as appropriate, and possibly validation efforts
- Provide a web based registry for products, services and index of member capabilities
- Provide collaborative online tools to advance both the development of the architecture and members business
- Establish a patent pool, if desired, to manage Intellectual Property

Point of Contact

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