The Wireless Revolution and the Transformation of Transport
2010 Wireless Transportation Systems

- **Cell phone 3rd and 4th Generation**
- **Travel information**
  - 511 Travel information USA
  - GM OnStar ~ personalized call for multiple services
  - Ford Synch ~ open interface for application developers
  - 2010 Inrix offers national travel time map to state DOT’s
- **GPS Navigation**
  - Navteq
  - Tom Tom
- **Automobiles**
  - Lane departure systems
  - Adaptive cruise control & pre crash seat belt tensioning
- **Open Road Tolling**
Wireless linking deployment barriers
Smartway

Nationwide Deployment 2009-10

ITS Spot (1000 Spots)

5.8 GHz DSRC

ITS on-board units

Wide-area traffic information

Safe driving support

Internet access

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The key perspectives of ITS deployment

- **Public-Private Partnership**
  - Road transport system
    - Infrastructure = public; Information terminal = private
  - Smartway (V2I): Nationwide deployment stage
    - Research: public-private co-operation
    - Deployment:
      - Infrastructure: public
      - Device and application: private

- **International co-operation for standards and exchange of info**
  - Government co-operation: standardisation
  - Sharing FOT results and experience
Perspective of the European Commission

• ICT are the enablers to enhance safety and efficiency of our transport systems at reasonable costs.
• ICT research, field operational tests and deployment measures need to be synchronised.
• Well-designed human-machine interfaces (HMI), privacy and protection of personal data are needed to ensure good user acceptance.
• International cooperation and standardisation will help to generate economies of scale and ease deployment.