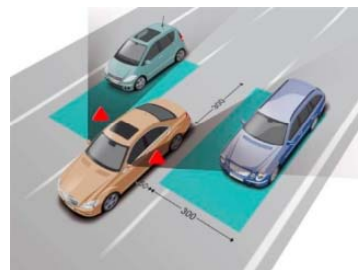


# The Wireless Revolution and the Transformation of Transport

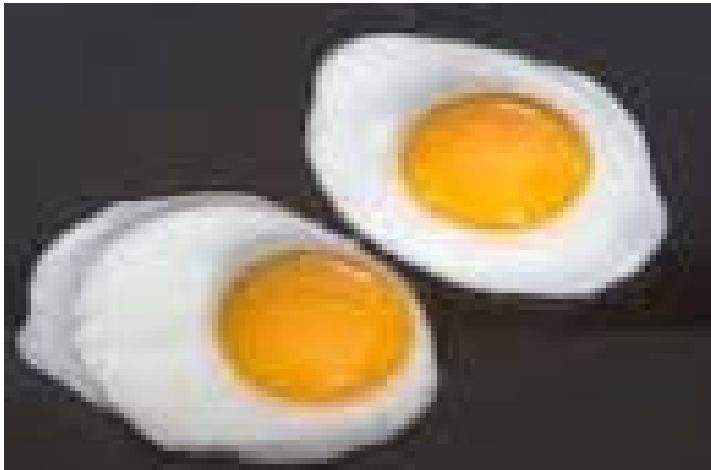


# 2010 Wireless Transportation Systems

- **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**

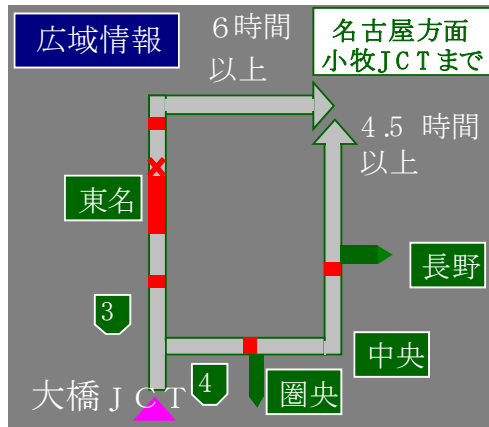


# Wireless linking deployment barriers



# Smartway

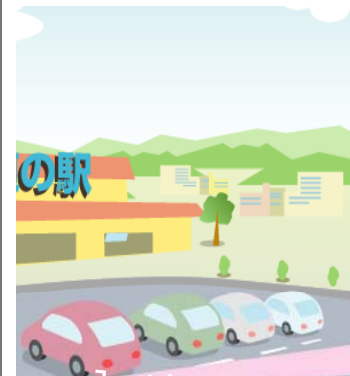
## Nationwide Deployment 2009-10



Wide-area traffic information



Safe driving support



Internet access

## 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:

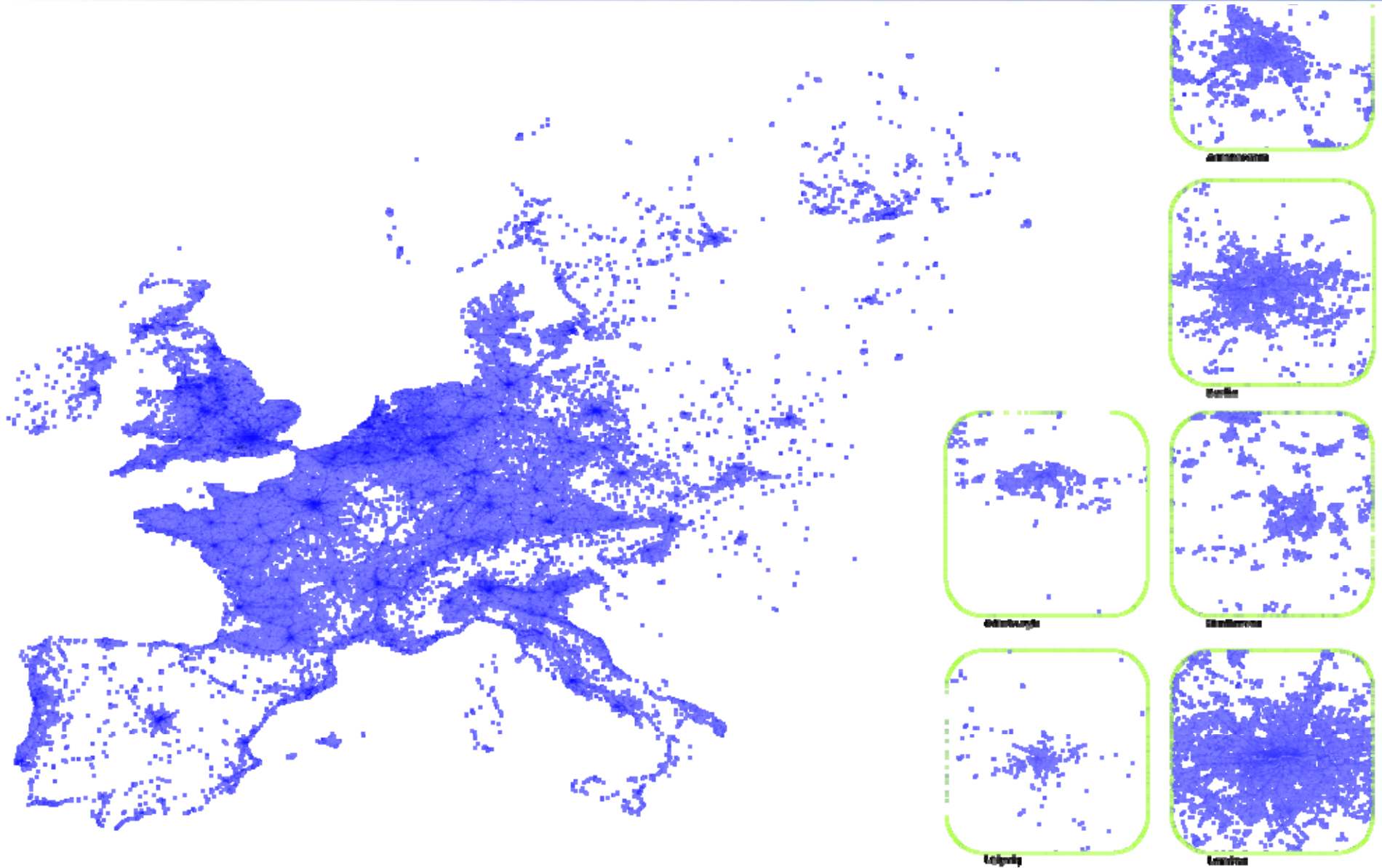
- Infrastructure: public

- 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.