ERTICO - ITS Europe eNewsletter : No 20/2008 – 14 November 2008

ERTICO - ITS Europe's bi-monthly eNewsletter updates our Partners on ERTICO activities and consolidates ITS news from a number of sources: projects coordinated by ERTICO, info on Partners and general ITS sources. Please note that the news and information included in the articles do not necessarily represent the views of ERTICO itself and the source quoted should be consulted for more information.

If you would like to comment on this service, please send any feedback to info@mail.ertico.com

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ERTICO News: Join ERTICO and its Partners in New York!

Date: 13 November 2008

ERTICO staff and ERTICO Partners to participate in a host of sessions at the ITS World Congress, covering a wide range of topics around this year's theme of' ITS Connections: Saving Time. Saving Lives.'

More than 900 delegates from Europe will attend the Congress, and 161 papers from 52 ERTICO Partners will be presented, the vast majority of which are technical papers (107 from 38 Partners). 800 exhibitors are expected for an exhibition space of 350.000 sq ft., of which more than 13.000 sq. ft. will be used by the 30 ERTICO Partners and ITS National Associations represented onsite. Monica Sundström, Chairman of the Supervisory Board of ERTICO - ITS Europe, will welcome the high-level European delegation during the **Opening Ceremony** on Sunday 16 November. She will also speak in the Safety Plenary Session on Wednesday 19 November. ERTICO CEO Hermann Meyer will be on the panel of the **Executive Session** on 'ITS Vision 2030', on Thursday 20 November. In addition, recognised ITS leaders from Europe, Asia Pacific, and the Americas will consider the nature and state of ITS in 2030.

The **Special Sessions** will kick off on Monday 17 November with a panel on 'Customer Expectations for Public Transport Information Services: Can We Deliver?' Gary Bridgeman, Project Manager at ERTICO, will be on the panel, which will explore current market research being conducted by public transport agencies, the resulting innovations being implemented throughout the world, and the role of an "information strategy" in developing and deploying these innovations.

Also on Monday, a session organised by James Burgess on behalf of the Traveller Information Services Association (TISA), will look into 'Consistent Traffic and Traveller Information - Applications and Services Across Technologies'. This session will explore the challenges faced by the members of the traffic and travel information supply chain as they work with evolving infrastructure, technologies, and user needs.

On Tuesday 18 November, the Special Sessions will turn to the safety theme. During the session on 'Evaluating the Effectiveness of Active Safety Systems' Maxime Flament, Head of Sector - Safety at

ERTICO will discuss with fellow panelists the need for Field Operational Tests (FOTs), innovations in designing and conducting FOTs, alternative testing and evaluation methods, and the merits of international cooperation to coordinate FOT activities to better use limited resources.

A session on Cooperative Systems will follow, looking into the 'Progress of Cooperative Systems in Different Regions'. Paul Kompfner, Head of Sector - Efficiency and Environment at ERTICO, will discuss with representatives from different regions, their experiences and the issues faced when seeking real-world deployment.

Later the same day, a session organised and moderated by Yanying Li, Project Manager at ERTICO, will explore 'Satellite Communication at the Service of ITS'. This session will discuss integrating satellite communication with its applications in terms of economy, coverage, quality of services, etc., to understand which are the most promising ITS applications, and to identify drivers and barriers to satcom integration.

Turning to the 'Freight Transport Agenda', a session organised by Zeljko Jeftic, Project Manager at ERTICO, will explore international freight transport and how ITS is being used to improve its overall efficiency.

A session on 'Environmental Traffic management' will take a closer look at the many ideas and approaches to address the challenge of air pollution in cities, also on Tuesday 18 November. Paul Kompfner will discuss with his fellow panelists possible approaches, their effectiveness and efficiency, as well as how to overcome potential implementation hurdles.

On Wednesday 19 November, ERTICO's Maxime Flament will participate in a panel on 'Status Report on Field Operational Test Programmes'. This session will provide an overview on the current status of FOT work worldwide and address programme strategies, the structure and conduct of the tests, and the expected results.

Later the same day, Vincent Blervaque, Director Development & Deployment at ERTICO, will sit on a panel looking at 'Standardizing Map Data Delivery to Driver Assistance Systems: Status and Challenges Ahead'. In this special session, leading international participants in these standardization efforts will discuss their involvement, current progress, and the challenges that lie ahead.

Paul Kompfner will organise and moderate a session on 'Opportunities for International Cooperation on Cooperative Vehicle-Infrastructure Systems' on Thursday, 20 November. This interactive round-table session will bring together a panel of leaders from global cooperative system programs, who will identify and debate the needs, opportunities, and priority actions for international cooperation and convergence.

ERTICO staff also moderate a number of **Technical Sessions**, covering a wide range of subjects from a technical perspective, such as speed management and enforcement, freight transport, ITS architecture – National plant management, eco-driving, ITS communications, route guidance and navigation, and public transport technology, to name but a few.

Please visit the ERTICO stand No. 1046!

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General News: eSafety Forum presents «Saving Lives Awards»

Date: 5 November 2008

Commissioner Viviane Reding awarded three of the most outstanding achievements in promoting eSafety systems in Europe.

At the 2008 award ceremony of eSafety Forum's "Saving Lives Awards", Mrs Viviane Reding, European Commissioner for the Information Society and Media, today rewarded personalities and organisations which have made outstanding contributions to accelerating the deployment of road safety systems

based on Information and Communication Technologies (ICT). The laureates' activities have substantially improved road safety in Europe and supported the Commission’s objective for 2010 to reduce by 50% the number of road fatalities on Europe’s roads.

For 2008, the award winners were selected from the three categories of road safety stakeholders: Industry & Technology, Policy & Administration, and Lifetime Achievement.

The 2008 Industry & Technology award was presented to Robert BOSCH GmbH. BOSCH is well-known for their efforts to make cars safer and for their outstanding achievements, based on a focused marketing and communication strategy, to accelerate the deployment in the European market of eSafety technology ESC (Electronic Stability Control). Through the development and use of dedicated ESC marketing tools, Bosch has increased awareness and knowledge about ESC. The award was received by Mr. Bernd Bohr, member of the Board of Management of Robert BOSCH GmbH.

The 2008 Policy & Administration award was presented to the Swedish Road Administration (SRA) for its innovative and effective initiatives contributing in different ways to the deployment of eSafety systems in Sweden. One of the Swedish Road Administration's most remarkable achievements was that ESC, Electronic Stability Control, is built into 97% of all new cars sold in Sweden, an unmatched success. This success was based on an excellent multi-stage awareness campaign creating full customer understanding and demand for this life saving device.

The prize was received by Mr. Anders Lie, who, together with Professor Claes Tingvall, made a distinguished personal contribution to accelerating the deployment of eSafety systems by promoting the inclusion of such systems in the EuroNCAP rating.

The 2008 Lifetime Achievement award was presented to Dr. Gerhard Rollmann, Chairman of the Strategic Automotive Radar Frequency Allocation Group (SARA). Dr. Rollmann has shown full commitment to promoting road safety throughout his professional career. His remarkable work in sensor and radar technology, e.g. his active engagement in the development of the new ultra wide band short range radar technology as the basis for safety applications, were of utmost importance for the eSafety initiative.

In her speech, Ms. Viviane Reding, the EU Commissioner responsible for the Information Society and Media stressed that as a result of the hard work of the laureates, it had been possible to demonstrate the key role of ICT in preventing accidents and reducing fatalities in road transport.

Ms. Zita Gurmai, Member of the European Parliament, raised the issue of the eCall system as an important example for an ICT based technology which would significantly reduce road fatalities in the future. She also pointed out that these systems would help reduce congestion and alleviate environmental problems.

In his brief intervention Mr. Hermann Meyer, CEO of ERTICO - ITS Europe, stressed the industry's commitment to promote eSafety systems, and the importance to move from research to deployment of such systems.

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General News: TISA member Audi delivers TMC to Beijing drivers

Date: 13 November 2008

The Traveller Information Service Association (TISA) and the DYNASTY project helped bring TMC to China, and are very pleased to now see the service officially available. TISA member Audi has recently launched the first onboard TMC device in China (Beijing). The system will be included in Audi series models to bring more convenience to users. TMC was used by Audi on its VIP cars during the 2008 Olympic Games to ensure the punctual and rapid transportation of Olympic VIPs. The technology received much praise.

Read the full story at: http://www.audi.cn/audi/cn/en2/about_audi/news/news_08_10_10.html

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General News: New TMC Location Tables overview for TISA members

Date: 13 November 2008

The Traveller Information Service Association (TISA) certifies large quantity of new and revised TMC location tables.

New editions of the TISA Overview of Certified TMC Location Tables, and its companion document of Location Table Contacts, are now available to TISA members.
The documents reflect the large quantity of new and revised TMC location tables certified by TISA in the last quarter - evidence of increasing numbers of countries implementing TMC services for the first time, and significant updates to many existing services. The sources of new 'first-time' tables include Asia, Australasia, Central and Southern America, Africa, Europe and the Middle East.
TISA wishes to thank all Location Table Release Team members for their considerable work to certify these tables!

TISA members can find the Overview and Contacts documents on the 'Activities / Location Table Release Team' page of the TISA site after logging in. Not a member yet? Find out how to get involved.

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General News: Hungarian TMC Research Consortium presents first results

Date: 6 November 2008

Main objective of the consortium's activities: Development of a unified domestic transportation information collection and distribution system.

The Hungarian TMC Alternative Data Sources and Users Consortium began its practical work in January 2008, with the primary objective of developing a unified domestic transportation information collection and distribution system. On the domestic plan, to date, members of the consortium (Térképtár Ltd., TrafficNav Ltd., iCell Ltd. and Bay Zoltán Foundation for Applied Research – BayLOGI) have achieved substantial results in the GIS, GPS navigation-based systems, satellite-based vehicle tracking and fleet management fields. The consortium's work is based on a winning proposal, which was awarded to the consortium by the National Research and Technology Office, under the *Jedlik Ányos Program*, aimed at support for user-oriented research and development.
The Hungarian TMC Research Consortium is planning to work on the following main objectives during the two-year lifetime of the project:

- Expansion of traffic data sources, and continually improving the quality of the existing service
- Elaboration of public transportation services based on TMC technology (provision of TMC-based passenger information and schedule information)
- Extension of TMC-based services towards logistics systems
- Development of self-organising community transportation solutions, based on WEB 2.0 and WEB 3.0 platforms.

In the course of the project, the consortium plans to cooperate with domestic public transportation and logistics service providers, as well as navigation solution providers and developers, together with their end-users. The consortium intends to regularly inform trade forums and other interested parties on the results obtained and applications developed.

Please visit the consortium's site for more information: www.tmc-kutato.hu

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Partner News: Egis launches UK subsidiary Egis Mobilité UK

Date: 23 October 2008

ERTICO Partner Egis is adding to its consultancy, project development and operational portfolio, by launching their United Kingdom subsidiary Egis Mobilité UK.

The UK company will support the rest of Egis in the UK and internationally, offering robust, functional and cost-effective solutions. Egis Mobilité UK have very experienced staff who can tackle every project stage from blue-sky research and development, through to feasibility, design, modelling, operation and systems maintenance procedures.

Egis Mobilité UK have already acquired major project work in the Gulf and UK in the transport technology area. In addition to involvement in transport technology, Egis Mobilité UK are a diverse group and have leading expertise in advanced transport technology, ITS deployment policy and sustainable technologies focused on transport energy.

Egis Mobilité UK will be represented at this year's ITS World Congress in New York (Nov 17th – 21st) so please be sure to talk to their representatives.

For further information please contact Jeremy.mccluskey@egis-mobilite.co.uk and martial.chevreuil@egis.fr.

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Partner News: Airbiquity and Altea to cooperate on European telematics solutions

Date: 6 November 2008

Cooperation will enable connected telematics services throughout Europe.
ERTICO Partner Airbiquity, a global leader in wireless communication solutions, has entered into a joint development agreement with ERTICO Partner Altea, a Milan-based telematics service provider, to offer end-to-end connected telematics services to the European automotive marketplace. Today's announcement marks Airbiquity's first agreement with a full-service European Telematics Service Provider (TSP). By using Airbiquity's patented aqLink in-band modem in aftermarket automotive telematics boxes, Altea's platform is able to deliver a variety of telematics applications, ranging from fleet management, pay-as-you-drive insurance programs (PAYD, PPU), traffic management or pollution control, remote diagnostics and roadside assistance.

Airbiquity's aqLink in-band modem, which works over cellular networks, will facilitate connections between vehicles and Altea's call centers via an embedded wireless module. This unique approach to data transfer translates into a broader coverage than packet data or SMS solutions enable today and doesn't require a costly data plan.

Altea is a recognised telematics pioneer in Europe. The company's Open Telematics Platform (OTP) is one of the few products on the telematics market able to work with more than 30 different protocols. The openness and flexibility of Altea's solution reaches the end customer in the form of a multilingual interface supported by 24/7 assistance from a secure network of proprietary operating centers.

The solution is a perfect match for Altea's trademarked eCall+, a program that enhances the Pan-European eCall initiative to provide safety and security services to passengers by enabling profitable business models for OEM automobile manufacturers' telematics applications.

To learn more about Airbiquity, please visit their web site at http://www.airbiquity.com/.

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