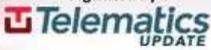Focused conference for vehicle-to-vehicle and vehicle-to-infrastructure tech for automobile mobility and safety.
V2X For Auto Safety And Mobility USA 2012
20-21st March 2012, Hotel Baronette, Novi, MI, USA

Organized by:
Telematics UPDATE

Vehicle-to-Vehicle Tech: The Creation of Cars with Personalities

Read the below interview from industry expert, Andreas Mai of Cisco to understand:

- How to enable new V2X business models and create multi-billion dollar opportunities for society
- Which innovative government policy will be the catalyst for moving the concept of the connected vehicle into reality
- The marketable appeal of technology with "personality."

Andreas Mai will be giving further insight into connected vehicle system integration at **V2X for Auto Safety & Mobility USA 2012**. For more information download a brochure on the right.

Interview with:

*Andreas Mai
Cisco Systems Inc.
Internet Business Solutions Group
Director Automotive North America*

CISCO

What is your role in the connected vehicle market?

Cisco Systems enable's new connected vehicle services through ubiquitous connectivity from vehicle to vehicle, from vehicle to infrastructure, from vehicle to nomadic devices and from vehicle to the cloud.

My team, the Internet Business Solutions Group (IBSG), analyzed how connecting vehicles to networks will enable new business models and create multi-billion dollar opportunities for society and a wide range of industries within the next decade.

What major advances do you think the V2V/V2I industry has made in 2011?

The most important milestone was that mainstream media embraced connected vehicle and in particular a NHTSA's study from late 2010 that found that about **80% of relevant crash scenarios could be prevented with V2V technology** that is available today. I think this made V2V technology a future must have feature for consumers, regulators and the vehicle insurance industry.

What challenges do you think the industry still faces?

The industry approach to create the business and technology architecture for connecting vehicles is still very fragmented. Every stakeholder looks at his piece of the pie separately. So far, nobody has been able to create a "standalone" sustainable business or technology architecture for connected vehicle.

Cisco IBSG estimates that by using a multipurpose, on-board communications unit instead of separate devices stakeholders could save approximately 25 percent of the one-time hardware and software costs. They could save an additional 40 percent per year in operating costs by using a single service delivery platform.

Learn more about creating a multipurpose enbedded unit at 'V2X for Auto Safety and Mobility USA Conference'. Find out more by downloading the brochure on the right of this page.

What key topics or issues you are looking at discussing with the industry at the show and why are they important for moving the industry forward?

I would like to get a pulse for two major topics:

Innovative government policy will be the catalyst for moving the concept of the connected vehicle into reality. How close or distant are we from a V2V mandate as a new vehicle safety feature, from introducing a V2I enabled VMT, and from creating innovative PPP funding models to build the necessary RSE infrastructure?

Which players are ready to make the strategic investment to become the coordinator and platform that will orchestrate the industry to create a sustainable business and technology architecture for connected vehicle?

What developments/trends do you see impacting the industry over the next 2-5 years?

Four trends will be critical to watch:

1. The emergence of global telematics service providers,
2. The creation of cars with personalities,
3. V2V/ V2I enabled autonomous vehicles,
4. Innovative legislation that will spawn the "Internet of Cars" industry.

The very latest V2X trends will be dicussed at 'V2X for Auto Safety and Mobility USA'. Download the event brochure for free on the right hand side.

The next automotive battleground is creating cars with superior customer experience, enabled by V2V/ V2I features combined with pervasive computing and delivered via an intuitive HMI that turn vehicles into versatile mobile helpers.

Audi's avatar-based Virtual Co-driver System (AviCoS) or Toyota's Fun-Vii concept with its augmented reality 3-D concierge are precursors of this trend.

Using the evolution of network technology and pervasive computing, car manufacturers could take the personalization concept to the next level and create cars with personality. "KITT," from the 1980s TV series "Knight Rider," and more recently "Eve," from the movie "Wall-E," have impressively demonstrated the marketable appeal of technology with "personality."

Other thoughts?

Maturing V2V and V2I technologies and their cost effective deployment will also bring autonomous vehicles a lot closer to reality, as evidenced by ever more frequent demonstrations of companies like Google, VW, Audi, just to name a few.

Most importantly, the industry needs to watch out for and drive win-win legislation, like V2V enabled vehicle safety and security, V2I enabled VMT and PPP funded infrastructure investments to accelerate deployment.

Considering the political gridlock in the U.S. and Europe's financial crisis, Asian nations like China and South Korea may well be first in creating a fertile political and industrial environment for spawning the new "Internet of Cars" industry.

If you are interested in discussing the creation of innovative PPP funding models to build the necessary RSE infrastructure for V2I, take a look at the 'V2X for Auto Safety and Mobility Conference' brochure. Download it for free on the right.

If you have any more questions about this interview please get in touch.

Thanks,

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