



eCall eNewsletter No.3 - 2 July 2007

The eCall eNewsletter gives you regular update on eCall activities and events, as well as news from stakeholders. If you would like to comment on this service, please send your feedback to eCall@esafetysupport.org.

More information can be found on the [eCall Toolbox](#).

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Berg Insight, eCall, eSafety

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Cross-border pilot on eCall shows system success

Creation date: 29 June 2007

ADAC has demonstrated that the European eCall system, as recommended by the eCall Driving Group and approved by the EU Parliament, successfully works. Mr Volker Knapp, Managing Director of ADAC and Mr Charles Capelleman of ARC Transistance presented the final results to the European Commission at a 26 June 2007 meeting with DG INFSO Director General Fabio Colasanti. It also presented results of the test during the [5-6 June 2007 Berlin eSafety Conference](#), hosted by the German Federal Ministry for Transport, Building and Urban Affairs.

From 2010, the EU plans to have every new car equipped with an eCall unit. Immediately after an accident, the driver will be able to place an emergency call by pushing a button. In a more serious accident, the driver will be automatically generated when the airbag deploys. Along with the call, the vehicle's GPS coordinates will be transmitted to the emergency call centre.

eCall is feasible

The conclusions of the feasibility test ADAC conducted in April in cooperation with Automobile Club d'Italia (ACI Global Spa), Adam Opel AG, Airbiquity, Continental Automotive Systems GmbH, Österreichischer Automobil-, Motorrad- und Touring Club (ÖAMTC), and T-Mobile Deutschland GmbH, show that eCall is feasible and operates across borders.

ADAC notes that this was the first field test of the European eCall concept. Nine vehicles were on the road in Austria, Germany and Italy and the drivers placed over 900 test calls from 450 pre-set locations. The nine Opel Vectra vehicles were equipped with eCall units, GPS/GSM antennae, an eCall button and capability to measure mobile network coverage. Simulated PSAPs operated by ÖAMTC, ACI and ADAC in their respective countries received the emergency calls. The ADAC Technical Centre in Landsberg, Germany analysed and evaluated the data.

"The results of this first cross-border feasibility trial are excellent; they prove that the pan-European in-vehicle emergency call service "eCall" are viable. As automobile clubs, we are looking forward to supporting the implementation of the eCall service across Europe as soon as possible for the benefits of all road users," ADAC Managing Director Volker Knapp pointed out during the 26 June meeting with the EC.

The introduction of the eCall system is aimed at reducing the number of road fatalities and minimising the consequences of injuries. ADAC notes that this is why is strongly supportive if eCall and will contribute its know-how, experience and service provider experience.

Consult the ADAC extended version of the eCall results

 [eCall Machbarkeitsstudie Ergebnis_EN_20070627.pdf](#) (1567 KB) and [press release](#)



The ADAC's Volker Knapp (left) presents the eCall test results to EC DG INFSO Director General Fabio Colasanti

For more information about eCall, please visit the [eCall Toolbox](#)

Spain and Czech Republic commit to eCall deployment

Creation date: 22 June 2007

The commitment to the pan-European emergency call eCall received another boost with the 5 June announcement of Spain and the Czech Republic's intention to sign the eCall Memorandum of Understanding (MoU) later this year.

The announcement was made at the [high-level eSafety conference which took place 5-6 June 2007](#) in Berlin, hosted by the German Federal Ministry for Transport, Building and Urban Affairs, in the context of the German Presidency of the EU Council.

Spain and the Czech Republic follow the positive actions of [Germany and Austria, which signed the eCall MoU in Berlin](#), committing themselves to actively support the timely implementation of eCall, the automatic notification system for road accidents that could save 2,500 lives annually when fully deployed in Europe.

Mr Antonio Espinosa of the Dirección General de Protección Civil y Emergencias, Spain, and Mr Josef Pokorny of the Czech Ministry of Transport expressed the support of their respective countries for the eCall initiative to Mr Rudolf Strohmeier, Head of Cabinet of Viviane Reding, Commissioner for Information Society and Media. The official signatures will be made at the i2010 Intelligent Car Event in Versailles, France on 18 September. The Netherlands and other Member States are also expected to sign the eCall MoU in Versailles.

Spain also announced that it is planning the implementation of an intermediation centre that will receive all eCalls in Spain and transmit the relevant emergency calls to the Centros 1-1-2 (Spanish PSAP) of Spain's autonomous regions.

For more information about eCall, please visit the [eCall Toolbox](#)

Germany and Austria sign the eCall MoU

Creation date: 07 June 2007

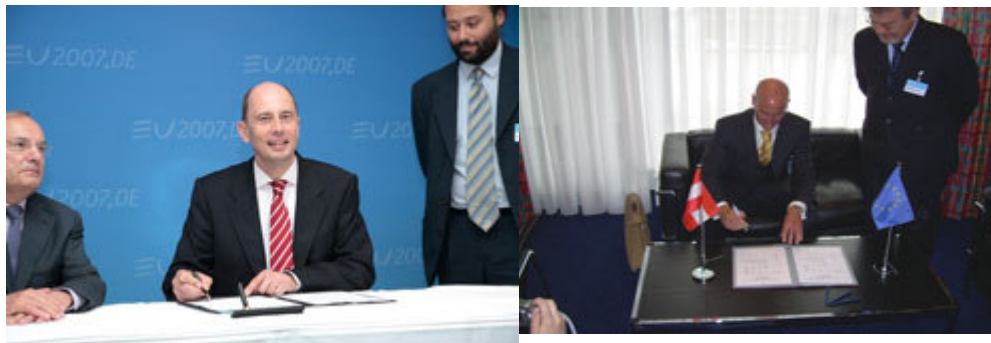
Two more EU Member States - Germany and Austria - signed the [eCall Memorandum of Understanding \(MoU\)](#). With their signature on 5 June at a [German Presidency eSafety Conference](#) in Berlin, Austria and Germany have committed themselves to actively support the timely implementation of eCall, the automatic notification system for road accidents that could save 2,500 lives annually when fully deployed in Europe. This

brings to 9 the number of EU Member States that have committed themselves to eCall: Greece, Italy, Cyprus, Lithuania, Slovenia, Finland, Sweden, Austria and Germany. Switzerland, Norway and Iceland have also signed.

"I welcome that with the support of the German Presidency, two more Member States are now joining our eCall initiative, bringing the total number of countries to 12," said Viviane Reding, European Commissioner for the Information Society and Media. "We have clearly achieved critical mass today. I now urge industry to keep to the timetable for equipping all new cars with eCall by 2010. I furthermore sincerely hope that at the European Commission's next public event on the Intelligent Car in Versailles on 18 September, other Member States will join eCall. When the safety of our citizens is at stake, neither industry nor public administrations should shy away from their responsibilities."

In November 2006, the European Commission called for further efforts to make sure [eCall was brought back on track](#). It called for Member States that have not yet signed the eCall MoU to catch up with the quicker ones by mobilising their national organisations and by making eCall a national priority. Industry was also asked to renew its commitment to eCall and for its part make 2010 the target date for deploying eCall in new cars across Europe.

In parallel, the EC is assisting eCall by working on privacy and standardisation, and through field tests and public awareness. Such efforts are part of the [Intelligent Car initiative](#) within the Commission's i2010 strategy.



eCall presented at ERTICO - ITS Europe Partner Session, 4 May 2007

Creation date: 25 May 2007

Attendees of ERTICO - ITS Europe's annual Partner meeting that took place 3-4 May in Genva, Belgium were treated to an update of ADAC's eCall activities by ADAC Director Consumer Protection and Public Policy Johann Grill.

In his presentation, Mr Grill explained the eCall architecture and ADAC's own potential regarding eCall. ADAC counts 16 million members and carries out 3.7 million roadside services annually managed by 5 regional call centres. It utilises 44 helicopters with 35,000 missions each year. ADAC's recent activities concerning eCall encompass the following:

- Informing ADAC members about eCall via the ADAC magazine
- Developing press material for European Club campaign in the FIA network
- Organising an event on data protection
- Exhibiting the eCall car
- Carrying out an eCall feasibility test

The eCall car was also on display in Genva, driven all of the way from Munich purposely for the occasion. The eCall car has been designed and equipped to demonstrate how eCall works and shows three approved systems (OnStar, SATALARM, DriveTracker) from three countries.

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Mr Grill explained the PSAP situation in Germany and summarised the main recommendations of the [eCall Driving Group](#). He also provided more information about ADAC's eCall Feasibility Trial (March-May 2007) set up with its partners to demonstrate how eCall works. Testing of eCall was on the basis of the final eCall recommendations and involves nine test drivers in three countries who release manual eCalls from different sites in Austria, Germany and Italy. ARC call centers are involved as intermediate service providers. The procedure will also be tested in near-border and cross border situations. Results will be presented at the eSafety Conference in Berlin, 5-6 June 2007.

Mr Grill noted that eCall success is on the horizon if commitments are kept high. In the question/answer period which followed Mr Grill's presentation, ERTICO CEO Arnold van Zyl added that studies in Finland have shown that 5-8% lives could be saved from eCall - proving that eCall is already a success. Juhani Jääskeläinen of the European Commission DG INFSO commended the ADAC for its efforts in promoting eCall.

For more information about ADAC's eCall activities, please visit http://www.adac.de/Verkehr/sicher_unterwegs/ecall/default.asp?ComponentID=173409&SourcePageID=121325 or the [eCall Toolbox](#)



ADAC's Johann Grill and Bernfried Coldewey show off the eCall car

eCall Standardisation: Agreement on the content of the Minimum Set of Data

Creation date: 17 May 2007

At a meeting on 15 May, CEN TC278 Working Group 15 agreed on a first version of the standard MSD, which will then be sent to ballot to the CEN members.

The next CEN TC278 WG 15 meeting will take place on 3 July in Brussels and will focus on the progress of the location task force and the first working document regarding eCall operational requirements.

The following meeting on 3 October will focus on the requirements of PSAPs regarding the content of eCall messages and the technical parameters surrounding them.

Interested eCall stakeholders are encouraged to participate. Interested parties should register their intention with [Emilio Dávila-Gonzalez](#), European Commission DG INFSO.

For more information about the CEN TC278 Working Group 15, please contact its chair [Bob Williams](#)

UAMK becomes 68th signatory of eCall MoU

Creation date: 09 May 2007

The UAMK (Ustredni Automotoklub - Czech Motoring Club) has become the 55th signatory of the eCall Memorandum of Understanding (MoU). The MoU was signed by UAMK Czech Republic President Oldrich Vanicek on 19 April 2007.

The UAMK is an FIA-affiliated motoring club with the objective of helping motorists, especially in emergency situations relating to travellers and vehicle. By signing the MoU, the UAMK recognises the importance of eCall along with a long list of other stakeholders.

eCall is an in-vehicle emergency call that may be triggered manually by pushing a button in the vehicle or automatically when a vehicle senses that a crash has occurred. In the event of an accident, eCall technology will call the emergency services (Public Safety Answering Point - PSAP) and transmit a so-called minimum set of data (MSD). This enables emergency personnel to obtain details about the accident and their response time can be reduced up to 50%.

The eCall MoU, which was created in May 2004, provides a solid basis for the partners to actively contribute to the development and implementation of eCall in potentially all new vehicles sold in Europe by 2010. For more information about UAMK, please visit www.uamk.cz

For more information, please visit the [eCall Toolbox](#)

2nd PSAP Expert Group Meeting on eCall, 26 April 2007

Creation date: 27 April 2007

The 2nd PSAP Expert Group on eCall took place 26 April in Brussels. It gathered participants from nine Member States and Norway, plus the European Commission, Art.29 WP, ACEA and the eCall Driving Group, with the main objective of discussing the content of the Minimum Set of Data (MSD) of an eCall.

Other discussion items included the eCall impact on the PSAPs (Public Safety Answering Points workload and the Member State situations regarding eCall and E112 implementation.

Conclusions

As outcomes of the meeting, the Group was in agreement on the need for a common VIN (Vehicle Identification Number) structure and development of a VIN decoder. It also reached consensus on the MSD data.

It also considers Field Operational Tests as an important tool to reach more conclusions about the appropriate design of the eCall service. Finally, the Group took note that the eCall Service Providers Group is working on a proposal for high-level requirements for a common interface in Europe between PSAPs and Service Providers.

To access the meeting's presentations, visit

http://www.esafetysupport.org/en/ecall_toolbox/meetings_events/2nd_psap_expert_group_meeting_24_april_2007.htm

For more information about eCall, contact info@esafetysupport.org

Intelligent vehicle safety systems/eCall encouraged by European Parliament

Creation date: 12 April 2007

In its mid-term review of the European Road Safety Action Programme, the European Parliament's Committee on Transport and Tourism has encouraged the use of intelligent vehicle safety systems and eCall as means to improve European road safety.

The mid-term review highlights the progress which has been made in tackling the problem of the number of deaths and injuries on EU roads. It takes into consideration the EC's White Paper 'European transport policy for 2010: time to decide' (COM(2001)0370) and communication 'Information and Communications Technologies for Safe and Intelligent Vehicles' (COM(2003)0542) among other sources.

In the review, the Parliament notes that the opportunity offered by telematics to reduce the number of fatal accidents in the long term must be considered and large-scale research investment is required.

In addition, the Parliament calls for:

- a higher level of political commitment to road safety in all Member States and EU institutions, as well as industry, organisations and individuals.
- the Commission to recognise the importance of independent pan-European benchmarking assessment programmes in supporting a more uniform application of EU legislation affecting road safety, which stimulates competition among stakeholders responsible for ensuring a safe road environment (i.e. EuroTAP, EuroNCAP).
- the Member States to ensure that incentives cover significant safety features (emergency brake assistants, lane departure warning systems, adaptive cruise control systems, shock absorber control systems, etc.), with the following solutions to receive particular attention: seat belt reminders and advanced restraint systems, Electronic Stability Control (ESC), speed limitation systems, alcohol interlocks, predictive safety systems (emergency brake assistant, adaptive cruise control, lane departure warning system, ultrasound blind-spot monitor, shock absorber control system) and eCall

eSafety systems important

The Parliament also noted the importance of telematics and eSafety systems and considers that telematics offers the possibility of eliminating fatal accidents to a very large extent. It calls for intensive research and co-operation between all stakeholders in order to promote the speedy introduction of the most promising technologies.

In addition, it considers that the use of information and communication technologies in connection with road infrastructure is bringing considerable improvements in the management of the trans-European transport networks (TEN-T) and road safety. It calls on the Commission and the Member States to continue their action in this area by setting up a European programme for the deployment of intelligent road traffic management systems.

Moreover, the Parliament calls on the Commission to pay particular attention to the technical safety of vehicles and asks that consideration must be given to further developing the relevant legislation before 2010. It notes that the testing of eSafety systems, a uniform system of annual checks on vehicles over eight years old and special checks on vehicles involved in serious accidents have a particularly important role to play in further improving safety on Europe's roads.

eCall implementation ASAP

eCall received additional mention in the review, with the Parliament calling for Member States to sign the joint statement of intent [eCall Memorandum of Understanding] concerning the eCall system by June 2007. It also stresses that the eCall system has the potential to reduce the accident response time by about 40% in urban areas and about 50% in rural areas and calls on all the Member States to promote its implementation as soon as possible. The Parliament also invites the EC and the Member States to propose measures based on an evaluation of the awareness of the single European emergency call number 112 and implementation of E112 by all Member States in order to improve the situation in the EU.

For more information, please visit <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+REPORT+A6-2006-0449+0+DOC+XML+V0//EN&language=EN>

eCall status update

Creation date: 15 March 2007

The [eSafety Forum Plenary meeting, 1 March 2007](#) in La Hulpe, Belgium, included an update into eCall developments by Mr Emilio Dávila González of the European Commission DG INFSO.

Mr Dávila reported on the standardisation progress. The solution favoured by ETSI MSG is the transmission of the eCall minimum set of data (MSD) from the In-Vehicle System to the PSAP (Public Safety Answering Point) through the mobile network operators using an In-Band Voice Modem. ETSI MSG, along with the 3GPP initiative, is working on the standardisation of this solution. However, another solution has been proposed as alternative, based on the proprietary system currently used by PSA in its assistance service: the transmission of the MSD via special SMS. ETSI will also look at this solution to better understand which option - in-band modem or SMS - best answers the eCall requirements as defined by the eCall Driving Group. ETSI has also required 3GPP to study a feasible way to incorporate an eCall discriminator to the call.

The final TS (Technical Specifications) are expected by the end of this year, and the next ETSI meeting will take place 26 March 2007. The standardisation of the data content of the MSD message is currently carried out by CEN TC 278 WG15. A basic agreement has been reached on a common MSD format. PSAPs need to define the necessary optional data in cooperation with the car industry, aiming to produce a draft standard ready for ballot by 15 May 2007 to correspond with the next meeting of CEN WG 15 that day.

Activities in eCall certification include conformance tests, as well as the production of the conformance test specifications for transport and test suites, involving the ETSI MSG and 3GPP. A Special Task Force is planned to be established, with the ultimate aim of creating the final Technical Specifications by end 2009. The Service Providers Group has defined the service providers' role in eCall deployment, and will propose high level requirements for a common Standardised Interface to the PSAPs. They should be ready by May 2007. The Group has also put efforts into increasing user demand and awareness about eCall.

For its part, the Commission has set up an informal Group with PSAPs experts focused on eCall issues such as the definition of the MSD, access to VIN (Vehicle Identification Number) database, protocols to optimise the workload, exchange of best practices, as well as the definition of requirements to avoid false calls. All Member States are invited to designate representatives to this Group in order to add to the proceedings. The next meeting, which will discuss the optional data for the MSD, will take place 26 April.

For more information, please visit the [eCall Toolbox](#) or contact info@esafetysupport.org

Continental Automotive Systems signs eCall MoU

Creation date: 06 March 2007

As part of its global telematics strategy, the Division Automotive Systems of the global automotive supplier [Continental AG](#) announced that it is reaffirming its continued, active involvement in the development of a standards-based emergency call (eCall) system by signing the eCall Memorandum of Understanding (MoU). During the International Telecommunications Union's (ITU) "Fully Networked Car Event", which is being held at the Geneva PALEXPO, 7-9 March 2007, Continental Automotive Systems also is presenting a paper and an eCall demonstration. The demonstration, which was developed in partnership with Airbiquity, Swissphone and a major international mobile network operator, explores how the companies could use existing technology to improve emergency response times in the event of an accident and help reduce traffic fatalities across Europe.

Dr Karl-Thomas Neumann, president of Continental Automotive Systems and member of the Executive Board, Continental AG signed the eCall MoU and stated, "Continental believes that eCall is a critical European safety initiative. We are committed to working with [ERTICO](#), the [eSafetyAware!](#) initiative and key stakeholders to help harmonize system requirements and develop an eCall solution that best serves the needs of the European market."



"Continental also is presenting its paper and the jointly developed demo in direct response to the European Commission's request that urges industry to renew its commitment to eCall," said Kieran O'Sullivan, senior vice president of the Telematics Business Unit and member of the Continental Automotive Systems Management Board. "We applaud the Commission's resolve to work with the member states and industry on a roll-out plan. Continental's collaboration on the demo is sign of its continued involvement in uniting the telematics value chain to help accelerate adoption of eCall by the industry."

The European Commission's eCall initiative is a pan-European proposal that encourages Member States, Public Safety Access Points (PSAPs), automobile manufacturers, mobile network operators, service providers and automotive suppliers to collaborate to develop an in-vehicle automatic crash notification system. These in-vehicle emergency call systems provide a "wireless life-line" to emergency assistance in the critical seconds after a crash occurs. eCall is expected to save an estimated 2,500 lives and help reduce the 41,000 fatalities and 1.7 million injuries that happen on European roadways each year.

eCall demonstration

The demonstration unveiled at the Networked Car Event by Continental, Airbiquity, Swissphone and a major international mobile network operator transmits accident information via a regular mobile communication network to an emergency call center, which then alerts police and rescue services to the accident scene. The technology ensures that essential accident data is sent along with the voice connection, which provides injured persons a direct connection to rescue services. Key elements of the demo include:

1. Utilizes existing hardware and software technologies adapted to quickly demonstrate eCall
2. Closely follows eCall Driving Group's recommendations for eCall implementation
3. Creates an end-to-end demonstration including Mobile Network Operator (MNO) and Public Safety Access Point (PSAP) interfaces
4. Allows specific performance criteria to be measured and different technologies to be compared.

In addition, the paper presented highlights the societal benefits of deploying a standards-based eCall system in Europe as well as potential benefits to automakers, including:

1. How automakers can move quickly to cost-effectively implement an approach to eCall with the ability to expand and evolve the system
2. According to a Eurobarometer study on the citizen's perception of road safety and intelligent vehicle safety

systems, European consumers consider eCall as one of the most wanted eSafety systems in the car, and over 62% of the respondents say that they would like to have it in their next car. Currently, the (E112) eCall initiative sets forth the mandate that all vehicles introduced in the pan-European region after September 2010 will have the ability to transmit important accident data to authorities to help facilitate an emergency response.

However, efforts to bring eCall to fruition have stalled prompting the European Commission to enact a two-tier approach that includes focusing on enhancing commitment of the Member States by mid-2007 and engaging industry by the end of 2007, to help speed deployment. Continental Automotive Systems' notes that its telematics and hands-free systems are included in more than 12 million cars worldwide and already help immediately route emergency assistance to the scene of accidents in Europe and North America. Continental is committed to the roll-out of eCall across Europe so its telematics systems can help save lives.

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New eSafety and eCall brochures!

Creation date: 22 February 2007

The eSafety Support project has just published two new brochures with updated information about the eSafety initiative and eCall, emergency call.

The 12-page eSafety brochure provides more details about the eSafety initiative, an EC and industry-led cooperation that aims to reduce the number of fatal road accidents in Europe. Featuring an introduction by Viviane Reding, Member of the European Commission - Responsible for Information Society and Media, the brochure highlights the latest activities which have been undertaken in relation to eSafety, including:

- explanation about the Intelligent Car Initiative
- description of eSafety systems used in vehicles helping to save lives
- findings from the eSafety Forum and its Working Groups
- introduction to the user awareness platform eSafetyAware!
- update on eCall

Download a .pdf copy of the brochure below:


 [eSafety_broch_FINAL107lowres.pdf](#) (2361 KB)



eCall illustrated

The 4-page eCall brochure provides background information about the in-vehicle emergency call technology that could help bring down the number of fatalities and the severity of trauma caused by traffic-related accidents. It includes testimonies from an accident victim and emergency room physician, as well as the eCall deployment plan.

Download a .pdf copy of the brochure below:

 [eCall_broch_070131-final.pdf](#) (409 KB)



If you would like a paper version of the brochures, please contact the [eSafety Support Office](#)



2006 Year in Review from eSafety Support and eCall!

Creation date: 08 February 2007

eSafety Support has just published two new newsletters which provide a recap of 2006 activities of the eSafety initiative, an EC and industry-led cooperation that aims to reduce the number of fatal road accidents in Europe, and those concerning eCall, the in-vehicle emergency call.

Both the 6-page eCall and 8-page eSafety Support “Year in Review’s” summarise the year’s main decisions, meetings and events in an easy-to-read format.

Download your own copies below:

eSafety Support 2006 Year in Review:  [eSafety Support 2006 Year in Review.pdf](#) (914 KB)
eCall 2006 Year in Review:  [eCall 2006 Year in Review.pdf](#) (514 KB)

For more information, please contact info@esafetysupport.org

Independent research verifies the socioeconomic profitability of eCall

Creation date: 16 January 2007

A new research report from the analyst firm Berg Insight has independently verified the socioeconomic profitability of the eCall system proposed by the European Commission.

The eCall system is intended to automatically initiate an emergency call to 112 from the vehicle and transmit satellite positioning data to the operator in case of a road accident. By reducing the reaction time for the emergency services, the system is expected to save thousands of lives annually when fully implemented.

Exactly how many lives that would actually be saved is, however, the subject of a debate between the proponents and sceptics who believe the cost exceeds the benefits. According to the findings of the independent study by Berg Insight, there will be a net socioeconomic benefit for the EU if road fatalities and severe injuries are reduced by 3 percent or more.

“The eCall project is based on the well-known Golden Hour Principle of accident medicine, saying that the chance of surviving a severe injury decreases from 26 percent to 5 percent in the first hour”, explained Tobias Ryberg, senior analyst, Berg Insight. “Literally, every minute counts when it comes to saving lives, not to mention preventing severe injuries which are a heavy burden on public finances.”

Berg Insight estimates eCall could save 1,400-2,800 lives and prevent 8,600-17,100 severe injuries annually in the EU when fully implemented. Long term savings would be in the range of €5-10 billion, whereas the long term cost is projected as €4 billion.

Ryberg believes that segments of the automotive industry exaggerates the cost of integrating an eCall device in every new vehicle as would be required for the system to work. “Worldwide production of mobile phones now exceeds 1 billion units and in five years a majority of those will have integrated GPS”, he said. “I am convinced that the cost for producing another 15 million units without even displays, digital cameras and music playback capabilities will be marginal once the automotive purchasing departments have done their job.”

http://www.berginsight.com/News.aspx?m_m=6&ts_m=1