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eCall is inevitable

The future for eCall looks positive, according to David McClure, Director of ITS and Telematics at global consultancy SBD.

“We see eCall being developed not as a stand-alone public application but as part of a wider range of private telematics services - and there is every chance that the private services coming on stream will continue to become accepted as the eCall solution for Europe. This may prompt the EC to shift from its top-down approach to encourage more involvement from the automotive industry and network operators to establish a service that combines both private and public elements.

“SBD is firmly behind the eCall initiative and feel that it’s important to get all of the issues out in the open to help manufacturers make informed decisions on how they can bring eCall to market as quickly as possible.”

A new SBD report, *Where Next for eCall?* provides an objective assessment of the current status for eCall. It points to opportunities for manufacturers to reap the benefits of added-value services sharing an in-vehicle eCall telematics platform and predicts that a mixture of private and public solutions will emerge in the short and medium term. The report also highlights that the European Commission’s eCall plans remain unresolved as more vehicle manufacturers launch private services and, against this background, points out that Björn Steiger Stiftung is set to launch a credible alternative European service from 2009, with standard-fit equipment in Mercedes-Benz C-Class from late 2008.