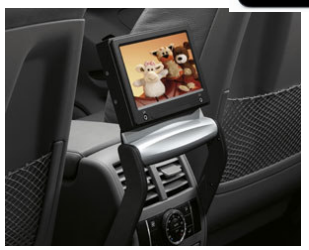
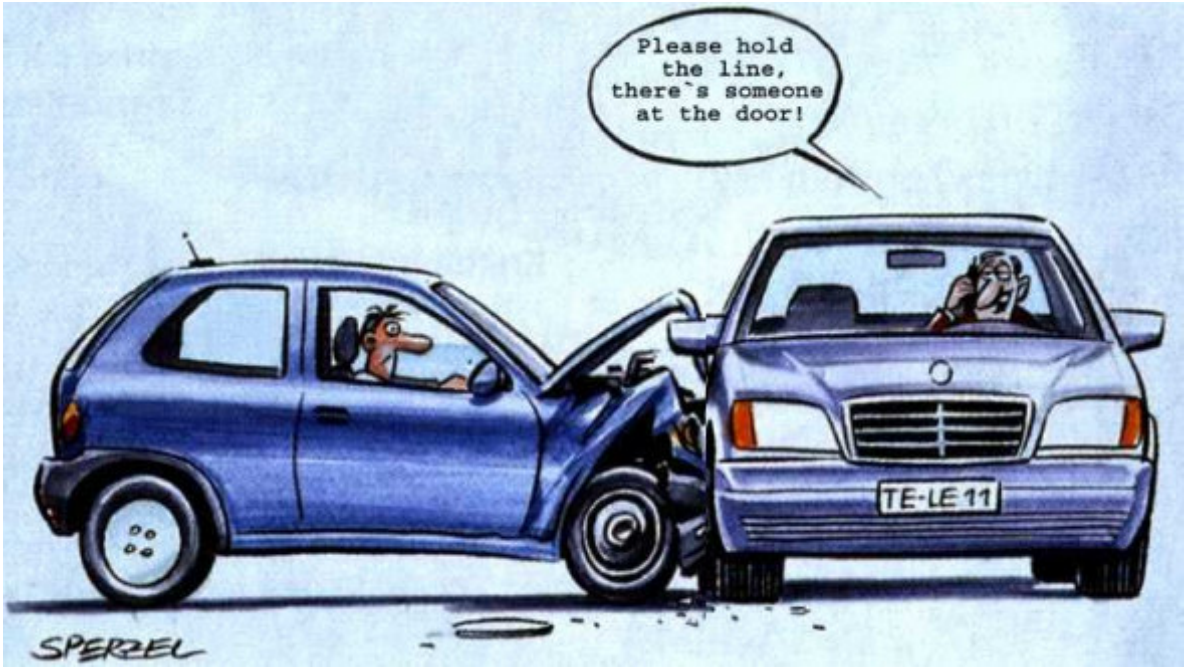
The Hypothesis

- Users want to use their mobile devices in all situations of their life - in and outside the car
- Performance of nomadic devices continue to improve very quickly
  - Lot of memory for data storage
  - Delivering massive computing performance
  - Large communication throughput
  - Access to many new mobility service
- Nomadic devices will become an essential part of the IVIS (In-Vehicle Information System)



The Hypothesis

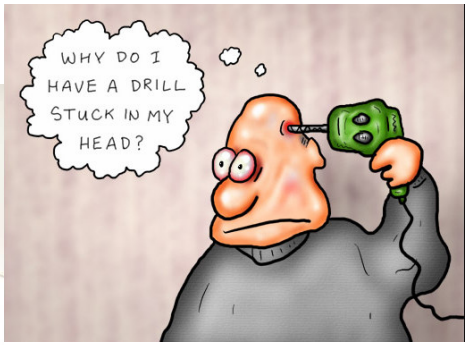
- Both nomadic device and automotive industry have **joint responsibility** to protect their customers against harm



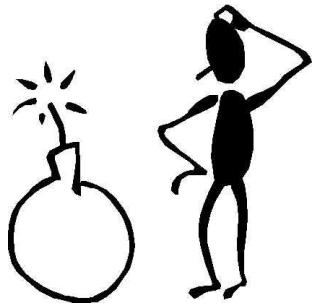
The Demonstration

The Hypothesis

- Products/self-installation of Nomadic Devices are seen critical from a safety point of view while production fitment is considered safe
- The customer does not really care about safe usage/installation and would interact with each system while driving, even watching TV
- We do not have to wait for statistical evidence to take necessary precautionary actions



The Key Issue



- Life cycle conflict
  - Life cycle of nomadic devices is much shorter than for embedded systems leading to an advantage of always being state-of–the-art
  - Drawback to develop cooperation between the two worlds of vehicle systems and nomadic devices
- Perceived unfair competition
  - Vehicle manufacturers have to comply with (Type Approval) Directives, ECE Regulations, road safety instructions, and have to undergo extensive and expensive test procedures; requirements not yet foreseen for the Nomadic Device industry

Potential Solutions

- Start a constructive dialogue between stakeholders leading to a common understanding of threats and opportunities
- Define requirements for a safe in-vehicle interface for nomadic devices and define business model
- Agree on standards and minimum level of consistency
- Ensure that nomadic device manufacturers meet the same standards as vehicle manufacturers when it comes to road safety
- Nomadic device manufacturer to also sign the ESoP