

FOR YOUR EDITORIAL PLANNING

Experts meet to discuss how cutting-edge technologies can save millions of lives on the road

WHAT ?	eSafety Observers Regional Meeting
WHEN ?	Tuesday, 22 April 2008 - 9:30 - 12:30
WHERE ?	Transport Research Arena 2008 conference premises Cankarjev dom, Conference room: M3, 4, Ljubljana, Slovenia

Background

Road safety is a concern for all citizens in Europe and finding solutions to save lives on the European roads is of interest to all Europeans. eSafety is a joint industry-public sector initiative driven by the European Commission and co-chaired by [ERTICO - ITS Europe](#) and [The Association of European Car Manufacturers \(ACEA\)](#), with the aim to promote the development, deployment, and use of Intelligent Vehicle Safety Systems to enhance road safety throughout Europe.

There are different types of the so-called eSafety systems; examples include stand-alone devices such as Electronic Stability Control (ESC), which helps control the vehicle in critical situations, and more advanced Driver Assistance systems.

One example of such a system is eCall, an in-vehicle device which automatically calls the rescue services and transmits location data after an accident, thereby significantly reducing the rescue services' response time.

The eSafety forum originates from [initial 28 eSafety priority recommendations](#) which have been formulated at the inception of the initiative. The role of eSafety Support, the secretariat of the initiative, is to monitor and disseminate the progress on each of the 28 eSafety priority recommendations through close cooperation with the eSafety Forum Working Groups, R&D projects and other contributing activities.

The eSafety Observers meeting

The eSafety observers meeting will gather stakeholders from Slovenia to discuss the state of play of intelligent vehicle safety systems deployment in Slovenia. The event features specialists from the European Commission, high-level representatives from the Slovenian Ministry of Transport as well as many other important experts working in the field.

Meet eSafety Support at the European Commission stand at the Transport Research Arena exhibition 2008!

Contact: Ariane Brusselmans, Press officer, eSafety Support
Tel: +32 (0)2 400 07 33
Mobile: +32 479 33 07 14
Email: a.brusselmans@esafetysupport.org
Website : www.eSafetySupport.org