

A photograph showing a multi-lane highway at night with long-exposure light trails from cars. The trails are primarily red and white, curving through the frame. In the background, city lights and a hillside are visible under a dark sky.

eSafety Deployment Workshop Breakout Session

A) Technological synergies, scales of economy

Room Vesalius

Edwin Liebemann,
Bosch

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[Overview

What can we learn from each other in order to speed up deployment?

- Passive safety technologies standard in many markets since 70's (safety belt) and 80's (airbag)
- ESP[®] as active safety technology assists driver to keep vehicle on track
- Driver assistance functions with surround sensors offer safety and comfort. Communication technologies will be included in the future.

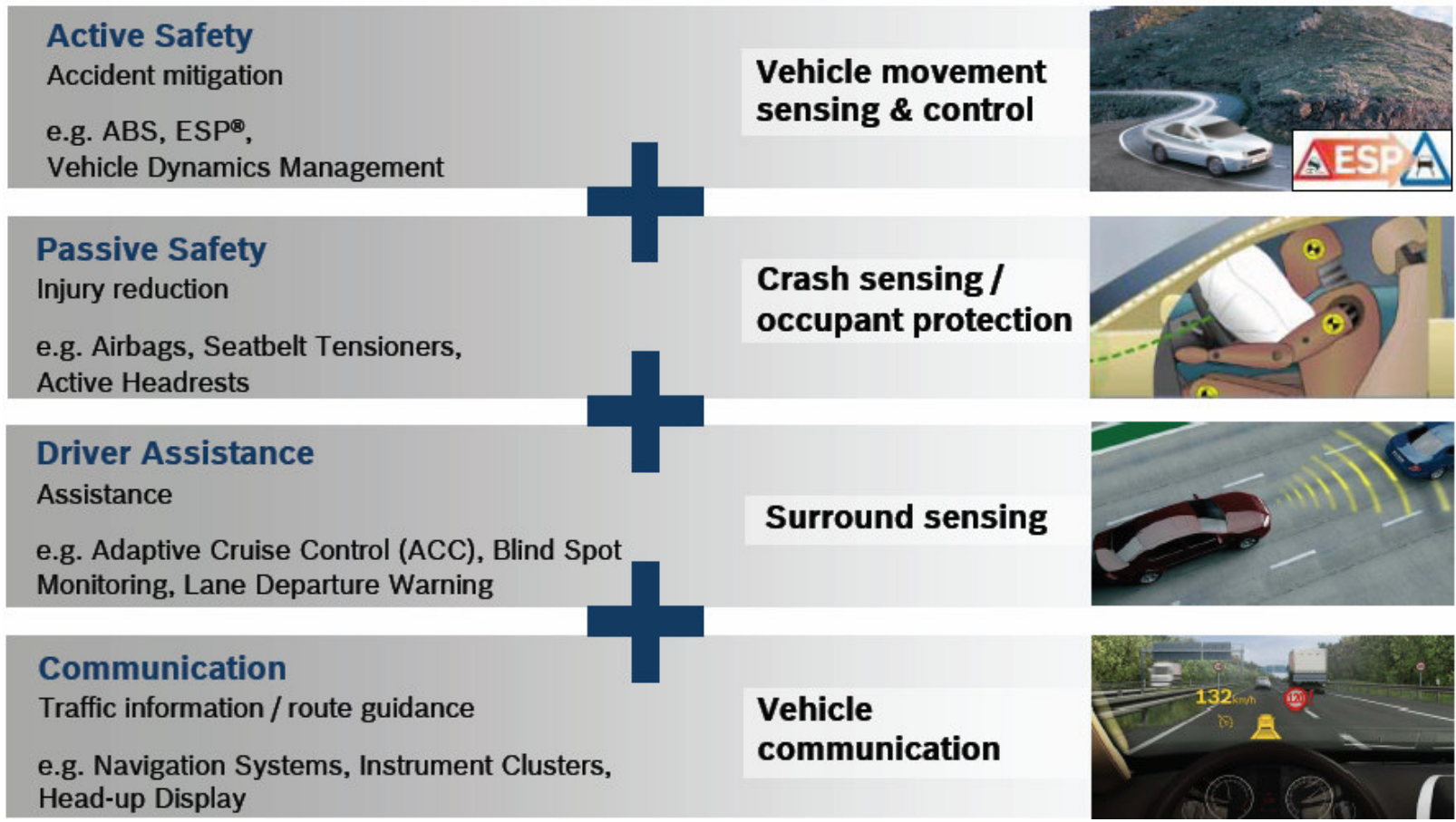
How can we provide more road safety by more efficient and accepted vehicle safety systems?





Overview

CAPS - Combined Active & Passive Safety



[Initial questions

- Various OEM are already offering a variety of different assistant systems that should support the driver and enhance road safety.

Are their benefits for the drivers and potential buyers already transparent enough?

How can we ensure that the market requests safety technologies and is willing to pay for it?

How could a standardization of human-machine-interfaces (HMI) and especially of driver warnings contribute to a higher market acceptance of Intelligent Vehicle Safety Systems?



[Initial questions

- Networking of different safety and other systems requires well defined standards that define interfaces, merge data and ensure precise and non disturbing operation.

Are our currently used technological standards good enough for future developments and how can we expand and/or best define them for upcoming deployment?





[Initial questions

- The increasing installation of additional safety components and systems and their networking may cause a higher vehicle weight and lead to a higher power consumption.

How can we achieve and communicate that safety systems are beneficial not only to road safety but also lead to ecological advantages?

How can we ensure and show that vehicle safety technologies and driver assistance systems contribute to an improved traffic flow?





[Objectives:

How can we provide more road safety by more efficient and accepted vehicle safety systems?

What can we learn from each other in order to speed up deployment?

Break out session A:

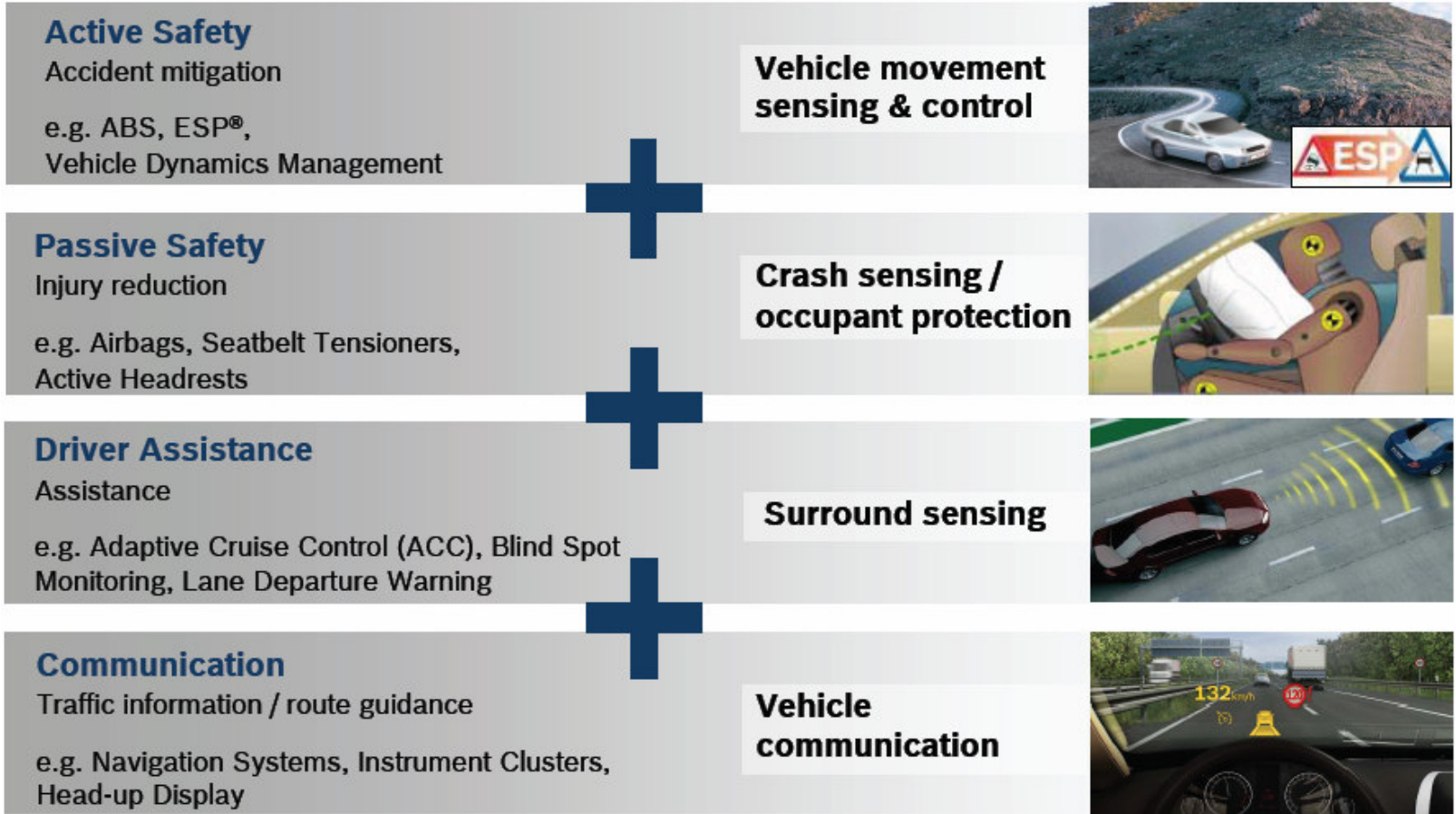
Technological synergies, scales of economy





[Categories of safety technologies

CAPS - Combined Active & Passive Safety





[Conclusions (1)

- Benefits not transparent enough; overall unwillingness to pay for “technology”
 - Clearly define end-customer benefit based on technology
 - If benefits can not be « understood » easily: take other means like stars (e.g. extend / modify NCAP 5 star ranking for new safety technologies)
 - Continue with aware campagne to drive end customer demand
 - Do not overwhelm the end user with too much information; focus on key aspects
 - Monitor result / effectiveness of campagnes / communication
 - If ineffective: consider standardization



[Conclusions (2)

- Close cooperation / communication between industry and politics
 - Early involvement with new technologies required :
 - » Achieve political acceptance
 - » Modification / adaption definition of legal requirements
 - » Commitment
- Utilize available systems / technology
 - Networking of active and passive safety systems with surrounding sensors (e.g. Radar, Video, ...) and Communication technology (e.g. Navigation, Car2Car, Car2Infrastructure)