



eSafety Deployment Workshop

Closing Remarks
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[eSafety Award

- acknowledgement of outstanding achievements
 - » industry and technology - ADAC
 - » administration and policy - BMVBS



[Presentations

- EC commitment to eSafety and actions
- changing lifestyles, markets, business models
- trends and focus in Japan and USA
- deployment and promotion of it in Europe
- promotion in Brazil, China, India and South Africa
- examples of vehicle- and infrastructure-based solutions
- customer awareness



[Break-Out Sessions

- A) Technological synergies, scales of economy
- B) Policy issues
- C) Field Operational Tests



[Overall reflections - 1

- for many systems, still very low penetration
- many obstacles still remain with
 - » customer awareness
 - » understanding
 - » willingness to pay
 - » equipment of systems
 - » legal and institutional issues
 - » business models and cases
 - » technologies
- some systems quickly advancing
- some good examples from promotion and acceleration of deployment
- transfer good experiences and examples

[Overall reflections - 2

- trends, problems, solutions are global
- stakeholder cooperation
 - » essential for deployment!
- much interest in deployment issues
 - » in total, ca. 100 participants
- utilisation of the results
 - » Implementation Road Maps
 - » eSafety Forum in general
 - » all participants

[Final remarks

I hope this was a useful day for you

Please give feedback

... also concerning topic of possible workshop in 2008!

Have a safe trip back home!

