



Transport Research Arena Europe 2008

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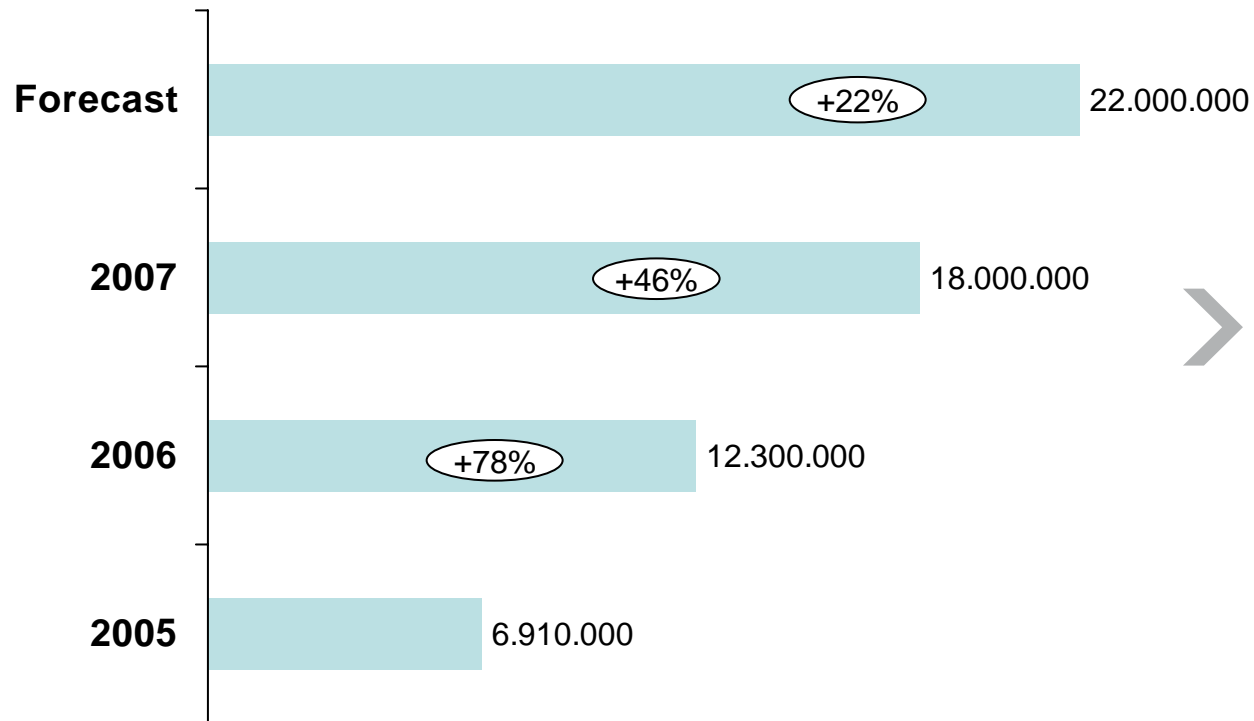
Nomadic Systems

Strategic Session 9:2
Integrated Transport Safety

Agenda

- European Nomadic Devices Market update
- Threats & Opportunities of Nomadic Devices
- ESoP 2006 as a Guideline for safer Nomadic Devices
- Limitations of ESoP application on Nomadic Devices
- Voluntary Self-Commitment as a possible solution,
Possible action plan

Navigation Market (Europe), Unit Sales, 2005 – 2007



- Continuing growth in 2008
- Especially increasing growth in the smartphone and connected devices market expected

* Source: MEDION internal analysis

Threats & Opportunities of Nomadic Devices

Threats:

- Nomadic Devices can lead to distraction while driving
- High flexibility of Nomadic Devices bears a certain risk of wrong usage (e.g., mounting the device close to an airbag)
- Flexible mounting solutions may not stand a crash test (see ADAC test results conducted in 2007)
- So far, no strict legal basis to reduce the above threats!

Threats & Opportunities of Nomadic Devices

Opportunities:

- Nomadic Devices can be an additional aid to the driver (where otherwise printed maps would further distract)
- Basically every car driver can now easily upgrade the own car for faster and more efficient routing (16% less CO₂ emissions, 18% less travel time, TomTom study 2006)
- Potential future usage as eCall device when adding GSM technology into the Nomadic GPS device

ESoP 2006 as a Guideline for safer Nomadic Devices

- European Statement of Principles (ESoP 2006) contains valuable recommendations about a safer and more efficient integration of Nomadic Devices into the car
- Design Goals, Installation & Presentation principles, Displays & Controls Interactions and System behaviour principles are covered and can lead to safer devices
- A good guidance for Nomadic Device manufacturers that so far only obey CE guidelines and “*don't know better*”

Limitations of the ESoP2006 on Nomadic Devices

- The ESoP cannot be fully applied on Nomadic Devices:
- Safe installation cannot be guaranteed by the Device Manufacturer as each car must be treated as a different environment (e.g., different locations of airbags)
- System behaviour (e.g., distraction avoidance) cannot be optimised without accurate signals of the car
- Right now, no Nomadic Device is 100% ESoP compliant!

Voluntary Self-Commitment as a possible solution

- Instead of binding legislation, a voluntary self-commitment to adapt the ESoP in the best possible way could help to accelerate the safety discussion for Nomadic Devices
- Top-5 manufacturers represent already more than 80% of the Nomadic Device market, their commitment would create a pull effect among others
- Needed: Some kind of “safety seal” that differentiates the potentially safer device from the competition

Possible action plan

- Major Nomadic Device manufacturers gathered for the first time on April 9th in order to discuss the self-commitment prior to the latest Nomadic Device Forum held in Brussels on April 10th 2008
- A workgroup has been defined that will formulate a Memorandum of Understanding (MoU)
- The plan is to get the major stakeholders' signature still within 2008 stressing the future stronger ESoP compliance

Open discussion

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