

## **ETSI Business Innovation Summit to explore Transport systems**

*ETSI's 2010 innovation-focused conference will investigate the opportunities for using Information and Communication Technologies in transport systems, their implementation and how to make them a timely commercial success.*

### **ETSI Headquarters, Sophia Antipolis, France – 26 August 2010**

"ICT revolutionizing the world of transport" is the theme of the ETSI 2010 Business Innovation Summit, which will take place in London on 5 and 6 October. It will address a broad range of topics from the transport domain, an area which is set to bring many opportunities and challenges for the Information and Communication Technologies (ICT) industries in the coming years. The primary focus of the summit will be ICT for transport infrastructure and vehicles, with a particular emphasis on:

- improving road safety and reducing road accidents by extensive driver assistance
- reducing deterioration, transportation times and fuel consumption
- delivering travel assistance, passenger information and multimodal transport
- the future business development of the world of transport.

Consequently the summit will address new ICT research topics which have the potential to lead to advanced solutions for the transport domain, including those related to Intelligent Transport Systems (ITS). The European Union Digital Agenda has a strong focus on research activities which address, in particular, ICT research in the transport area - for example, European Commission support of research on "talking cars" for safer and smarter mobility in Europe. The summit will expand beyond the common understanding of ITS and look at other innovative aspects important for the transport domain, such as mobile broadband, on-board entertainment and the challenge of ensuring interoperability of all the key elements.

It is clear that the future of ITS does not lie simply in "clever ideas" – all sectors need to co-operate to develop sustainable ICT solutions that will lead to advances in alleviating traffic congestion, simplifying logistics, reducing fuel consumption, reducing carbon emissions and improving safety. ICT is expected to revolutionize the whole world of transport and create a plethora of new business and revenue opportunities for the consumer electronics and telecommunications industries.

Dr Walter Weigel, ETSI's Director General, said, "In a world of globalization where energy for travel will be an increasingly scarce resource, new intelligent technologies will play a key role in any kind of future transportation. The ETSI Business Innovation Summit provides an excellent platform to meet and to discuss how, with the help of standardization, these new technologies can be transformed from innovative ideas into compelling market solutions."

This rapidly evolving area requires cross-section integration between the electronics, transport and telecommunications industries. This summit is the only event that brings together business leaders from these industries with responsibility for R&D, strategy, innovation, business development and standardization. The global dimension will be reflected in the participation of over 40 speakers from Europe, Asia and the USA, representing the transport, logistics and telecommunications sectors, governments, regulators and R&D.

The summit will take place at the Hilton London Paddington on 5 and 6 October, and will be preceded on 4 October by a workshop on "How can mobile operators monetize the connected car opportunity?", led by senior members of the Ptolemus Consulting Group.

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