

Premier world class conference leading Europe in vehicle safety

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25th January '08

The European Intelligent Vehicle Safety Summit 2008

March 11 - 12, Courtyard Marriott, Frankfurt

How to drive cutting edge vehicle safety applications on the fast lane to market launch

F.A.O.

- Vehicle communication specialists
- Safety product development manager
- Active safety research director
- Telematics application developers

Join leading OEMs, sensor manufacturers, tier one suppliers and road operators to define the intelligent vehicle roadmap for successful growth and profit

- **PUSH ACTIVE SAFETY APPLICATIONS IN NEW AND BIGGER MARKETS:** Discover the new trends and changes in attitudes towards vehicle safety to formulate the best strategy for a kick start to mass market education and deployment!
- **PREPARE FOR THE UNLEASHING OF V2X:** Secure your position and plan your competitive strategy when the first applications are launched. Find out how telematics can prevent crashes and what happened to E-call
- **GOVERNMENT LEGISLATION AND STANDARDS:** Be the first to know about the call for standardisation of safety testing, vehicle communication standards, road safety policy and how this will affect you
- **DEVELOP CUTTING EDGE SENSOR BASED SYSTEMS:** From active cruise control and lane departure warning systems to pedestrian safety and driver drowsiness systems. Get expert advice on implementing computerised reasoning, sensor fusion and automated response
- **GRASP THE VALUE OF NEXT GENERATION ADAS SYSTEMS:** Find out how to optimise ADAS systems and how to combine numerous ADAS systems to work as a single optimised application
- **TRIED AND TESTED NEW TECHNOLOGY REVIEWED:** Beta test results of the hottest v2x applications brought directly to you, with effective techniques of guaranteeing the reliability of vehicle communication. Where should you invest your money and why?
- **IMPROVE YOUR INDUSTRY POSITION AND MARKET SHARE:** Formulate solutions to reduce costs, increase usage, accelerate deployment and increase your brand awareness across Europe

5 key reasons why you need to attend this event

- ★ **17 speakers:** leading experts in the field who have vetted the agenda rigorously
- ★ **6 leading OEMs** talk directly to you about their latest ventures in Intelligent Safety
- ★ **14 hours over 2 days** of unrivalled networking opportunities with the most connected safety professionals

PLUS!

- ★ **Exclusive insight** on the technology that made BOSS win the 2008 DARPA challenge
- ★ **First results** from the beta testing of the first V2X applications in development

Key Speakers Include:

Introduction by:
The European Commission



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OPEN NOW for agenda details and to get your exclusive discount code

The European Intelligent Vehicle Safety Summit 2008

Safe cars sell - and sell phenomenally - the industry is set to reach €23 billion. Will you make the profits you deserve?

It's a fact – the vehicle safety industry is set to grow to €23 billion and experts say it will happen in the next 5 years through successful deployment of market orientated safety technology. Are you ready to face this challenge?

The global market for vehicle safety systems will hit **€23 billion by 2010, with Europe set to see the highest growth.** The intense industry competition is already fuelled by the consistent threat of new entrants. How prepared are you to compete when intelligent vehicle safety sees a big push into the mass market in the next 5 years?

Increasing highway safety is a complex and difficult task, but one that provides great opportunities for players in the safety industry to profit while saving lives. Today we see the revolutionary 'crashworthiness' safety technologies of the last decade as commonplace – the natural laws of product maturation. **The winners were those who reaped the rewards of deployment into the mass market,** and it is they who we can say played a part in keeping us all safe. The modern era focuses on the logical next inroad of crash prevention.

The length of time between development and deployment is hindering profits. The European Intelligent Vehicle Safety Summit will examine the reasons why and, more importantly, will talk solutions!

Today's 'Active Safety' technologies are now at the stage where you need to consider the strategy of mass market deployment. From existing sensor-based systems to new conceptual vehicle communication technologies, **now** is the time to think about how to hit the European targets of reducing road-related deaths by 50%, and do it within an industry that is competitive, profitable and long-term.

- Understand the way V2X will work through a sound deployment strategy
- Find out how the value of LDWS, Xenon lights and other ADAS systems can be quantified for consumers
- Discover if map-based ADAS has a head start to profitability through mass market deployment
- Explore what made eCall stall
- Overcome the fragmented attitudes on vehicle safety in Europe to make it an easier market to deal with

While such issues are constantly changing, the solutions are imperative to your sustainable position.

Arm yourself now with vital information for a sound strategic plan to maximise your business.

After speaking to hundreds of industry experts, conducting primary research focused on the IVS industry, Telematics Update once again brings you the most important event in the IVS industry. *The European Intelligent Vehicle Safety Summit* boasts two days packed with discussions and debates on issues that matter **now** and those emerging within the **next 5 years**, by high-level, industry-renowned speakers and like-minded professionals. Each session will arm you with what you need to know and consider about new and emerging technologies.

Presentations and panel discussions will ensure that you gain a full all round perspective of today's issues. Meet speakers, decision makers and exhibitors at our dedicated networking coffee / lunch breaks where like-minded professionals are keen to meet, greet and partner with companies such as yours.

Telematics Update – The No. 1 name in the industry

Independent business event co-ordinator, information provider and magazine publisher, Telematics Update has grown to become the No. 1 trusted source for telematics, automobile and related technology information providers. Telematics Update's event agendas are a result of first hand research, continually updated and refined by leading executives who understand what's important to the industry – and what's important to you.

This event WILL sell out – secure your place today

Valuable networking opportunities with high level executives and decision makers, the best speakers discussing a progressive agenda, and a beautiful serene venue in the capital of the European automotive world, make sure you secure your place today as this event will sell out. Don't miss your chance to be part of this vibrant community.

Free reports on safety

Safety related reports, presentations and white papers at www.telematicsupdate.com/info/433

WHY YOU SHOULD EXHIBIT

On March 11-12 2008, the Courtyard Marriott Hotel will be home to the European Intelligent Vehicle Safety Summit delegates, all of whom will be high-level executives from across the value chain.

If you sell to OEMs, tier one suppliers or road operators, then exhibiting at this event is a cost effective, exciting and powerful way to promote your business. During the cocktail reception and networking breaks delegates will get the chance to see and touch your product first hand. This is your prime opportunity to make an impression!

We have space for just ten exhibitors at this event so book early – before the end of January you can get your spot for just €2 000.

Don't pass up the chance to reach this select group of industry professionals! Secure your space early to avoid disappointment and to make sure your company is one of the hot topics of conversation at the show

Exhibiting at the Vehicle Safety Summit is an ideal promotional tool to:

- Generate leads and make deals with industry executives
- Create a buzz about your new product/service
- Meet and impress your partners and clients
- Maintain and strengthen your presence as a top market leader
- Promote your brand to the industry – not just on the day itself but throughout our pre-show marketing

To book your space contact:

John Blackley on +44 207 375 7157

or toll free from the USA on 1 800 814 3459

Email: John@telematicsupdate.com

WHO WILL ATTEND?

The Vehicle Safety Summit is the industry's leading business conference and will bring together key players from across the safety marketplace.

If you want to view a sample list of past attendees from Telematics Update events email: rayan@telematicsupdate.com for a complete list of business titles and company names

TYPES OF EXECUTIVE

- Top-level active safety engineers, active safety directors & related
- Technical directors, senior safety engineers
- Safety product development executives
- Business development & senior account managers
- Telematics application developers & vehicle communication experts

TYPES OF COMPANY

- Vehicle manufactures
- Tier 1 safety suppliers
- Telematics service providers
- Camera, radar & sensor makers
- Safety component manufacturers & suppliers
- Wireless carriers & device manufacturers
- Analysts, Financial consultants & Venture capitalists

Do you have a query? Email eivss@telematicsupdate.com

Day One, March 11 2008

GROWTH, OPPORTUNITIES AND THE IMPORTANCE OF THE INTELLIGENT VEHICLE SAFETY INDUSTRY

How to cut road deaths by 50%. European Commission targets explained

Find out why Europe will prove to be the most challenging market for IVS and yet witness the greatest industry growth in the world

- Understand why next generation intelligent vehicle safety is so important to the European Commission and how the safety industry will profit from saving lives
- Gauge how manufacturers can harness profits from the industry by stimulating growth
- Discover the key solutions for capturing a market that differs enormously in attitudes to intelligent vehicle safety across Europe
- Get the latest forecasts of the IVS working environment for the next five years including - rise of ADAS systems and successful deployment models of Electronic Stability Control / Electronic Braking Systems
- Investigate the political, economic, social and technological drivers for IVS bringing tangible success to stakeholders and industry players

Elina Holmberg, *DG Information Society and Media, ICT for Transport, European Commission*

Intelligent Vehicle Safety in Europe - a complete analysis of consumer acceptance

- The essential facts and figures of where ADAS applications have and have not found market acceptance, and why
- How to increase the tangible value for consumers of collision avoidance systems through the use of radar and lidar technology
- Gain a complete understanding of the consumer trends and forecasts of vehicle communication developments in the next five years
- How to kick start mass-market deployment: The key players, technological and social factors.

Ian Riches, *Director of Automotive Unit, Strategy Analytics*

DARPA grand challenge winner: Creating driverless, safe cars

Today's technology is capable of delivering more than it actually does. So when will we see cars that are actually 'intelligent'? DARPA Grand Challenge winner explains all

- Be the first to find out in detail, what made 'Boss' the winning vehicle of the DARPA challenge
- Get expert advice on implementing computerised reasoning
- Expert guide on how to strike a balance between driver alerts and autonomous vehicle response
- How to account for size, weight and speed, amongst other factors, in delivering safe automated actions.

- Understand powerful IVS testing methods for ensuring that the technology is fail-safe

Jim Nickolau, *Controls and Software Lead Tech Engineer - Active Safety & Autonomous Driving, General Motors*

OPTIMUM SAFETY, INTELLIGENT PROFITS: WHAT ARE THE BEST PRODUCTS TO DEPLOY TODAY?

Get set for the first Vehicle-to-X applications

With V2X deployments "just around the corner", find out what safety applications the automotive industry will see first and how receptive the market will be to them.

- How the first applications will set the foundation for continuous traffic enhancement
- An expert guide to the technical requirements that manufacturers / infrastructure operators must consider for V2X
- Understand the competition that the industry will face on the first applications
- Essential information on the hardware components for making vehicle communication a success

Christian Ress, *Telematics and Navigation Research, Ford Motor Group*

Saving costs, saving lives. The value of vehicle connectivity

Find out here about the real value that can be gained from the connected car

- Learn successful and accurate evaluation methods for vehicle communication applications (incl. real-time data collection and eCall)
- How to prevent crashes using telematics and the reasons for the stall of eCall
- Call to manufacturers and government consistent methodology of testing intelligent vehicle safety systems is required

Professor Peter Thomas, *Head of Intelligent Vehicle Safety Research Centre, ESRI*

Asleep behind the wheel: Driver alertness systems

The safest car is the one where the driver is in complete control. Hear from a leading industry expert about why they have invested in driver drowsiness detection systems

- Understand the biometric indicators of drowsiness and how driver alertness is measurable
- Ascertain how existing technology can analyse drowsiness through road behaviour e.g. sensors and lane departure warning systems.
- Debate whether IVS system responses should be to alert or take control
- Determine how to prioritise driver alerts from IVS system feedback

Peter Kronberg, *Technology Research, Volvo Technologies*

When vehicles meet pedestrians: Keeping people safe outside of the vehicle

Today the technology is being realised to save lives outside of the vehicle through active crash prevention methods. Get a case study from the Far East about how V2X has grown to include V2P

- Find out how to overcome the difficulty of distinguishing pedestrians from other objects
- How to accurately predict pedestrian response to an impending collision
- A fresh look and critical analysis of pedestrian safety systems, incl. active bonnets
- Discover the potential of RFID, lessons from the Far East about vehicle-to-pedestrian communication

Bill McLundie, *Principle Technical Specialist, Jaguar - Land Rover*

Cutting edge research: Infiltration of safety technologies in Europe

Be the first to hear results from Thatcham's in depth research into safety system application in Europe as tested by UK insurer Automotive Research Centre

- Get a good understanding of the systems offered by major vehicle manufacturers and 'who is doing what?'
- Find out how these systems scored in real life tests
- Essential information on how these technologies will affect insurance premiums
- Generate consistent value: Thatcham's pioneering approach to evaluating the effectiveness of these systems.

Andrew Miller, *Director of Research, Thatcham Research*

Panel Session: The essentials of successful deployment

A discussion by speakers of the day on their opinions of growing intelligent vehicle safety consumer awareness and how to push active safety products into the mass market

Selected speakers from day 1

Free Networking Cocktail Reception



At the end of day one all speakers and conference delegates are invited to kick back and relax at the Vehicle Safety Summit cocktail reception. This gives you a chance to meet with new people, connect with your partners and clients and discuss the information you have heard throughout the day.

Call +44(0)207 375 7575 to book your space now - This event WILL sell out

Day Two, March 12 2008

How map-based ADAS has a head start to profitability in the market place

Is map-based ADAS the wisest investment opportunity for manufacturers, considering widespread consumer acceptance and today's ubiquity of navigation systems?

- An expert guide to the integration of real-time information into maps, and what information will be seen first for safety systems
- How high definition maps will revolutionise map-based ADAS
- Sensible solutions for manufacturers in terms of allowing consumers to easily update their map-based ADAS systems
- Learn why map-based ADAS holds the biggest profit potential in the IVS industry

Bob Denaro, Vice President (ADAS), NAVTEQ

GET THE ESSENTIAL TOOLS FOR DEVELOPING INTELLIGENT SAFETY SYSTEMS TODAY

Networked cameras, sensors and radars: Bringing a whole new scope of innovation

Find out the latest developments on the key ingredient of safety systems: sensors. An in-depth look at the potential of safety-specific cameras and the opportunities they present

- How to make vehicle sensor systems such as LDW and lane behaviour systems work universally on all roads
- Enhance sensor-based safety systems through newly developed cameras
- How to radically improve active cruise control systems by using radar technology
- Implement in-vehicle networks for sensor communication and optimum safety

Lali Ghosh, Chief Engineer for Advanced Engineering, Delphi

Jim Nickolau, Controls and Software Lead Tech Engineer - Active Safety & Autonomous Driving, General Motors

Sensor safety evolution: How product portfolios are changing

The sensor fusion approach to safety systems will result in product integration and even product redundancy. With the rise of sensor data sharing, find out how tier 1 supplier offerings will need to change

- The importance of choosing the right approach to sensor integration
- Investigate the benefits of sharing sensor data through vehicle networks
- Learn from an industry leader how maps and sensors are being used together
- Discover effective methods of creating application-specific radars for safety systems

Dr Jan Loewenau, Research and Technology, BMW

Bleeps and flashes overload - Redesign ADAS information and warning output

With each ADAS system having its own response, the need to manage a multitude of alerts and HMI's is imperative. Find out from a leading expert how to manage intelligent safety system output

- Practical do's and don'ts on ADAS alert design in order to aid and not distract
- Revisit the discussion of voice technology. Is it safer for a vehicle to 'speak' its feedback?
- How to combine numerous ADAS systems to use a single feedback interface
- New insights into usability and best-practice of the in-car screen

Abdel Kader Amrouche, HMI Specialist, Fiat

Experts' guide to selecting vehicle connectivity

Find the right balance between cost-effectiveness, feasibility, reliability and security of communication methods in a fresh effort to establish vehicle communication standards

- The latest developments for vehicle communication standards
- Identify the costs and benefits of using DSRC, WiMax, MWB, GPS, 3G for different safety applications
- Effective techniques to guarantee reliability of safety applications
- Powerful methods for safety data collection and analysis
- How manufacturers can ensure security and prevent misuse of vehicle communication protocols

Dr Norbert Seibel, Telematics Research Manager, IBM

Christian Röss, Telematics and Navigation Research, Ford

Alexander Froetscher, Senior Project Manager, Telematics Applications, Austriatech

Understand your roadside partner

Discover the opportunities of working closely with roadside infrastructure and operators – and the practical limitations of doing so

- An analysis of what the IVS industry needs from road operators and what road operators need from IVS players
- Expert analysis of the socio-economic impact of V2X deployment (e.g. the change in the usage of major and minor roads)
- Progress on governmental policy change and how this will affect IVS industry players
- How to guarantee quality of service of roadside infrastructure.

Alexander Froetscher, Senior Project Manager, Telematics Applications, Austriatech

The Vehicle-to-X (V2X) deployment roadmap

All eyes, interests and money are focused on vehicle communication. The deployment roadmap will identify what part to play in the next five years to ensure you reap your share of profits

- Find out the first results of the CVIS project – the reference execution platform and beta testing of V2X applications
- How to take advantage of reduced costs through increased penetration of V2X usage
- How to achieve seamless integration; the roles and co-operation between industry players: OEMs, suppliers, service providers.
- Strategic elements that will actually see V2V working – bringing technology to the masses
- The right way to sell the value of V2X to consumers to justify costs

Ian Riches, Director of Automotive Practice, Strategy Analytics

Peter Christ, Project Manager & CVIS Co-ordinator, ERTICO

Bernd Lübben, Director New Business & Advanced Technology, Continental Automotive

Lali Ghosh, Chief Engineer for advanced engineering, Delphi

The rich future of the intelligent vehicle safety industry and market

- How ready is the European market for IVS? Which technology should be invested in and where?
- Take away knowledge of IVS product trends in the next five years, including active cruise control, lane departure warning, park assist and other active / ADAS systems
- Find out the essential factors in accelerating IVS deployment, (including government initiatives, consortiums and standards, consumer education & incentives, and technological improvement)
- Investigate the opportunities and threats facing tier 1 suppliers in safety technology from 2010
- Get the latest forecast of ADAS system implementation across Europe

Egil Juliussen, Principle Analyst, Telematics Research Group

Panel Session: The essentials on the IVS industry success and growth

A discussion by all speakers of day 2: Their opinions on how to make the intelligent vehicle safety industry boom in profits and new product development

Selected speakers from day 2

Book now, this event WILL sell out!

Log onto
www.telematicsupdate.com/info/433
for registering details

The European Intelligent Vehicle Safety Summit 2008

REGISTER NOW!

4 easy ways to register..

GOLD PASS €1795

EARLY BIRD DISCOUNT €1495

- FULL WEBCAST ACCESS to all event speeches and presentations
- 2 Day Pass - access to all sessions and workshops
- Conference delegate pack
- Networking breaks, refreshments and lunch
- Networking cocktail event at the end of day 1

SILVER PASS €1695 **EARLY BIRD DISCOUNT €1395**

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• **Credit Cards**

Pay by Visa – Mastercard – Amex.
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It's easy. Simply fill in the form below
Payment must be received in FULL before
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CANCELLATIONS:

Cancellations received by email before 25th January 2008, are refundable. On or after 25 January 2008 cancellations are subject to the entire conference fee. If you do not cancel and do not attend the conference you are still responsible for payment. You may substitute the name of a colleague at any time. The organisers reserve the right to make changes to the programme without notice.

NOTES

Webcast access to all event speeches and presentations will be available online after the event. Only one discount to be used per purchase. Telematics Update reserves the right to change and amend the program. All Terms & Conditions are agreed to when you register unless otherwise stated.

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT

DATES AND VENUE:

Conference & Exhibition: March 11 - 12, 2008

Venue: Courtyard Marriott Hotel, Frankfurt, Germany

ACCOMMODATION:

Details on hotel discounts and local accommodation are available at www.telematicsupdate.com/info/433

DISCOUNTS

Exclusive DISCOUNT: SAVE €300

All you have to do is register by 25 Jan 2008

PRESS PASS

Members of the press are welcome to take advantage of our complimentary press pass. Please email Rayan Jawad to confirm your place: Rayan@telematicsupdate.com
N.B. To gain a press pass you may have to provide evidence of your press credentials

YOUR EXCLUSIVE DISCOUNT CODE

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THE NUMBER 1 CONFERENCE FEATURING LEADING VEHICLE MANUFACTURERS, VEHICLE SAFETY CONSULTANTS, VEHICLE SAFETY TIER ONE SUPPLIERS, INTERNATIONALLY ACCLAIMED RESEARCHERS, A DARPA WINNER AND OTHER TOP INDUSTRY SPEAKERS



6 Core areas dissected:



- 1. The industry and market:** Industry changes, growth and new opportunities for OEM's, Tiers 1 and service providers. Close analysis of the big push for deployment and important milestones in the next 5 years.
- 2. Vehicle-to-vehicle safety technology:** What is in development and which applications will emerge first. An analysis of the technologies most likely to succeed for each geographical markets.
- 3. Vehicle-to-Infrastructure applications:** Investigate the ITS areas growing in parallel with in-vehicle safety and analyse profit potentials from the first trials
- 4. Current and emerging ADAS** including lane departure warning systems, active cruise control and map-based ADAS considered in light of improved sensor and communicative technologies
- 5. Emerging sensor based applications** including pedestrian safety systems and driver drowsiness systems as well as looking closely at future potential of sensors
- 6. In vehicle networks and sensor fusion:** Learn how these can be used to optimise the safety of vehicles both in-car and in combination with vehicle communication technology

6 Ways to convince your boss that you have to come!

- 1. Your chance to benchmark** your active safety products and strategies against your peers and stay ahead of the competition!
- 2. Unrivalled networking opportunities** at Europe's premier event for intelligent safety executives – with over 14 hours of scheduled presentations and expert debates
- 3. Inspiration and fresh ideas** on the topics you care about, with an agenda researched from months of speaking directly to your industry peers and professionals like you
- 4. Get the low down** on brand new active safety technologies, geographical opportunities in Europe, IT developments, government regulations and identify the profitable opportunities that are right for your business
- 5. Relive the event and share the knowledge** you'll gain back at the office. As gold pass holders will have post conference webcast access to audio and slides from all the sessions – you won't miss a thing!
- 6. Join the Online Networking Centre!** Meet and network, not just at the event, but for 3 months!! Get direct access to all attendees before and AFTER the show, exchange contacts, set up meetings and ensure you don't miss the key industry players

4 Easy Ways to Register Now:

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