



**ITU-T**

## **Opening Session Highlights & Conclusions**

**Mr. Houlin Zhao, Director TSB, ITU**

**Mr. Jacques Garcin, Orange**

**Dr. Walter Meisel, Magna Electronics Group**

**Mr. Kenji Ikeura, Nissan**

**Paul Najarian, Moderator**

**ITS America, ITU (APSC)**

**"The Fully Networked Car, A Workshop on ICT in Vehicles"  
ITU-T Geneva, 2-4 March 2005**



ITU-T

## Highlights from Mr. Zhao's Presentation

- The 3 “C”s
  - ◆ Communication
  - ◆ Collaboration
  - ◆ Consensus

“The Fully Networked Car, A Workshop on ICT in Vehicles”  
ITU-T Geneva, 2-4 March 2005



ITU-T

## Highlights from Mr. Garcin's Presentation

- Cell Phones are “personal” devices
  - ◆ Ramp up to “smart phones”
- Business Models continue to elude the industry
- Services must be “priced” accordingly
- Focus on HMI, eCall and business models
  - ◆ Safety also driven by European Regulatory matters
- Some interesting data
  - ◆ During work week, <41% use cell phones for 1 hour or less
  - ◆ 28% for 2 hours or more

“The Fully Networked Car, A Workshop on ICT in Vehicles”  
ITU-T Geneva, 2-4 March 2005

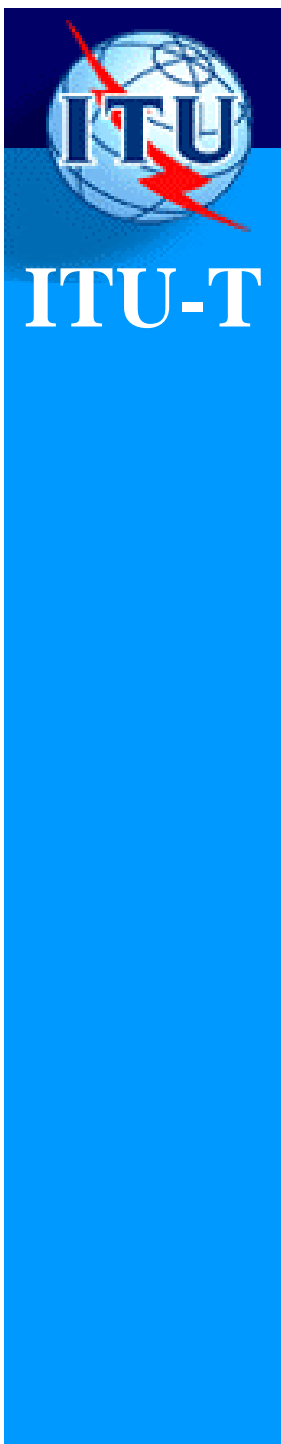


ITU-T

## Highlights from Dr. Meisel's Presentation

- “Value Proposition”
- No convincing customer benefit
- No convincing business model which would engage the reluctance of the Telcos
- Are we already in a crisis??
- A new paradigm shift
  - ◆ Standards harmonization
  - ◆ Leverage communication technologies
  - ◆ Implement a holistic approach

“The Fully Networked Car, A Workshop on ICT in Vehicles”  
ITU-T Geneva, 2-4 March 2005



## Highlights from Mr. Ikeura's Presentation

- The importance of standardization to Nissan
  - ◆ A focus on global standardization
    - “3 wires for European market versus 100 wires for North America”
- Nissan's vision for telematics applications and services
- Value of such services



ITU-T

## Conclusion

- Continue to strengthen the collaboration among SDOs
- What is the appropriate business model??
- Cost versus benefit of services

## Action Plan

- Pick an application
- And then, develop a specific path for collaboration among and participation by SDOs BEFORE engaging in the standards work
- A strategic plan or roadmap for standards development required in order to implement the Fully Networked Car

*"The Fully Networked Car, A Workshop on ICT in Vehicles"*  
ITU-T Geneva, 2-4 March 2005