



International Telecommunication Union

# eCall Project

Dr. Wolfgang Reinhardt  
ACEA

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



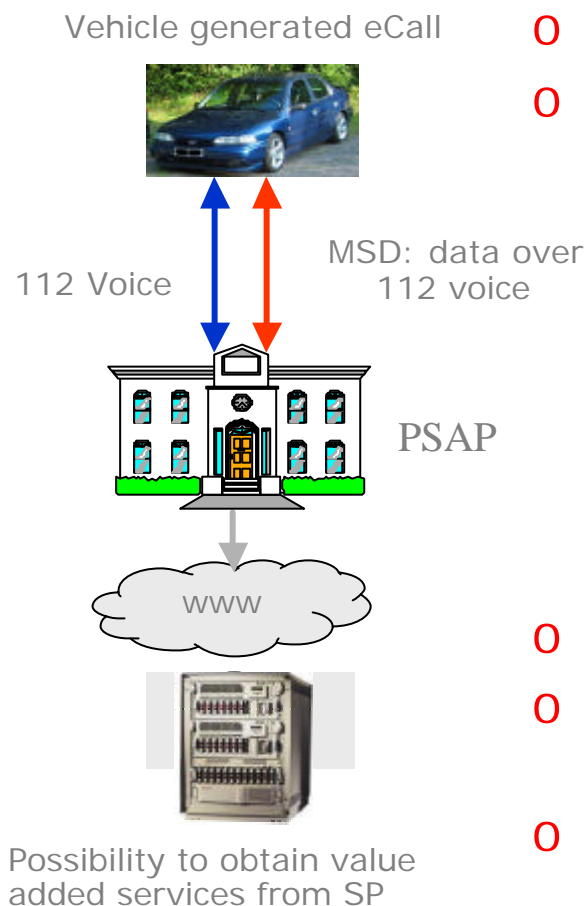
ITU-T

# eCall - WHY

- Reduction of average response time to the accident:
  - 50% in Rural Areas
  - 40% in Urban Areas
- Reduction of accidents severity
  - 15% to less severe medical category
- Annual lives saving
  - Estimated to be over 2.000 in EU 15
- Costs savings (exceed many times needed investments)
  - ~ 21 billion Euro in EU 15 annually
  - ~ 600 € on a per equipped vehicle basis



# eCall - HOW



- Build on E112 roll out at PSAPs
- Direct, real-time message (MSD) to PSAP operator receiving the 112 voice call including:
  - Time of incident
  - Exact location including driving direction
  - Vehicle identification
  - eCall qualifier giving the severity of the incident (currently automatic/manual)
  - Identification of service provider
- Verification possibility via voice link
- No false alarms (double check mech. when triggered manually)
- Safe automatic call also when driver is unconscious
- Link to private service provider for additional optional services possible

# eCall - REASONING



ITU-T

- o eCall tackles a real problem in Europe, with significant potential socio-economic benefits !
- o eCall is a highly efficient solution that can serve the majority of the road users in Europe, including citizens travelling abroad
- o eCall is based on existing approved E-112 regulations and infrastructure
- o eCall could become the only standardised solution with pan-European roaming and interoperability

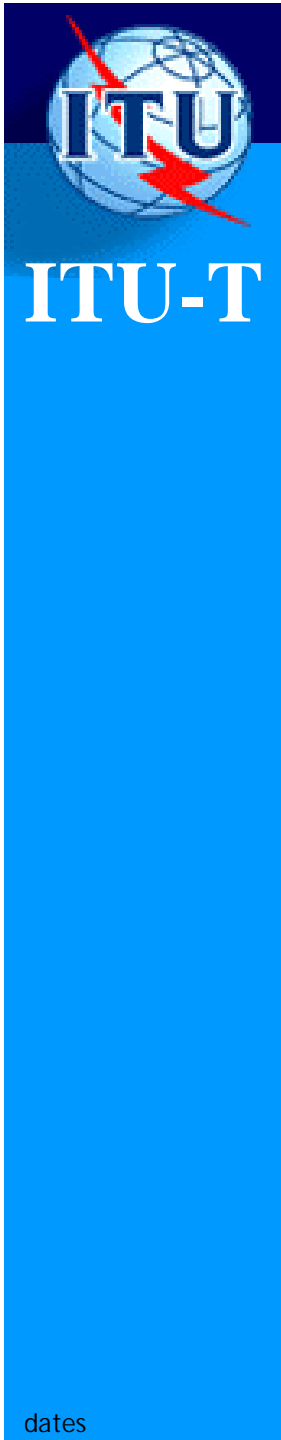


ITU-T

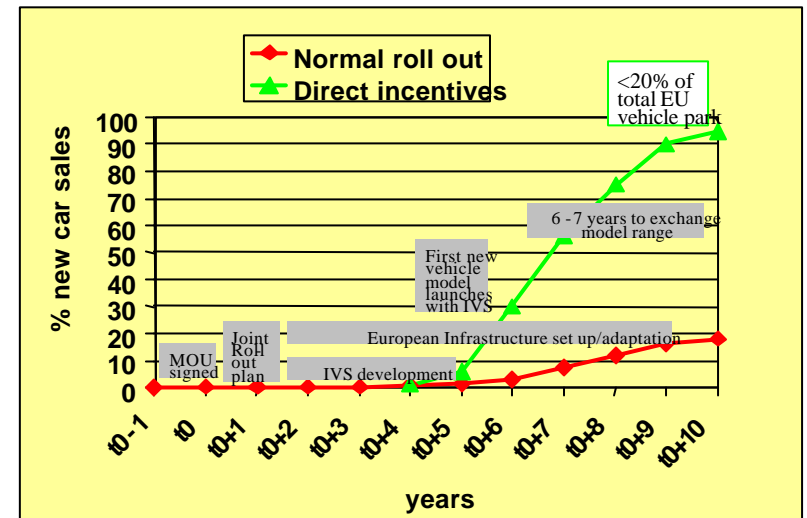
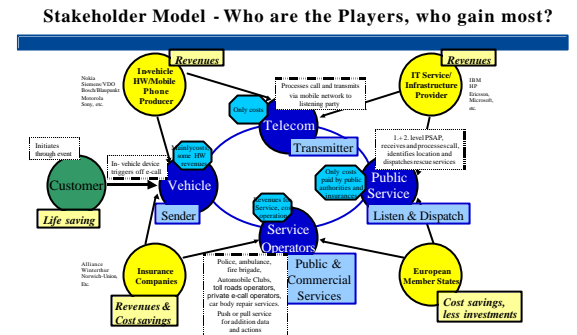
# eCall – Member State ROLE

- Need at PSAP level to be able to receive, understand and react on eCall MSD
  - E112 implementations will ensure basic upgrade of PSAPs
    - Study on E112 implementation answered by 18 MS has shown that 11 MS are ready now, 3 will be ready by 2005 and 1 by 2007
  - Additional investments to fulfill eCall on top of E112 is seen as marginal - between 1.000-10.000 € per PSAP
  - At HL Meeting for Public Authorities 18 MS under-lined their commitment to create the necessary pre-requisites in their respective countries to sign MOU
- Understanding that ramp-up needs financial incentives and set up of eCallNet consortium

# eCall – Industry ROLE



- Other key industry stakeholders than vehicle manufacturers to sign MOU as well
- Provide industry input to jointly develop a sustainable business model
- Reach agreement on a low-cost reference design for an in-vehicle eCall functionality
- Participate in setting up “eCallNet” consortium to drive all activities according to an agreed roll-out plan and timing

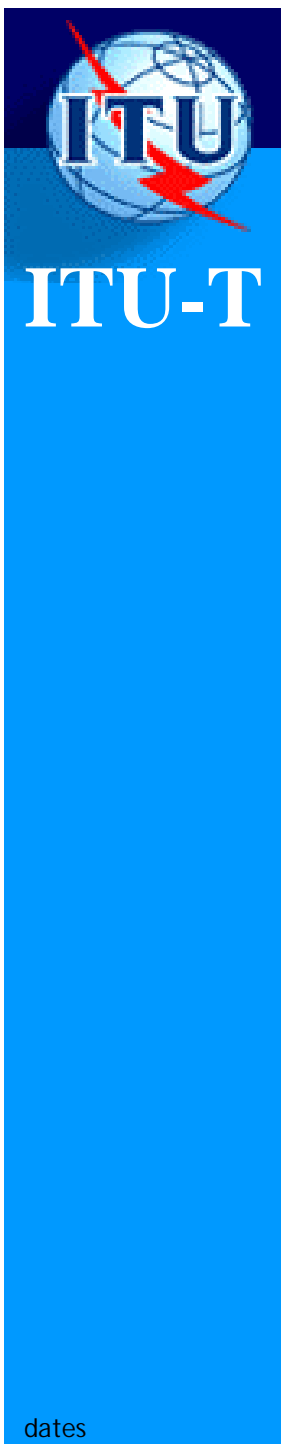




ITU-T

## eCall – ECDG Status

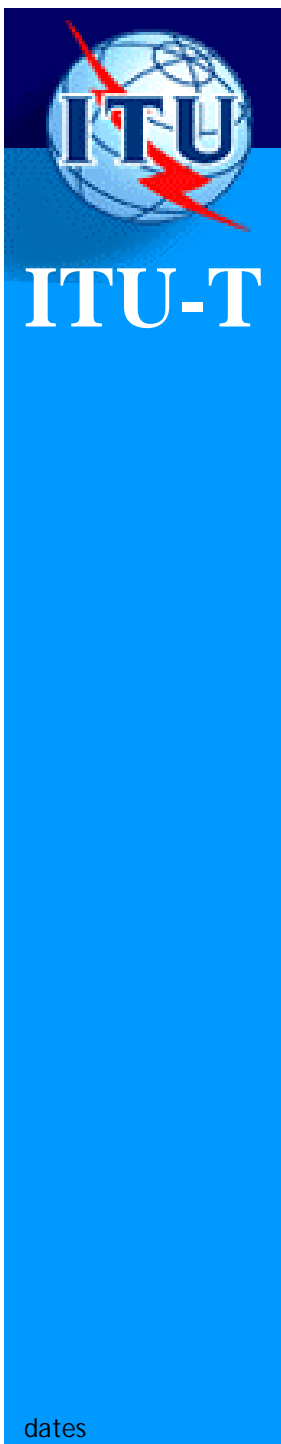
- eCall functional architecture and model basically agreed. However, clear **roadmap for deployment needed**.
- Necessary technologies available. However **standards are needed**.
- Socio-economic benefits and investment needs generally known. However, more details and clarifications on how to provide **feasible business cases required to speed up implementation**.



# eCall - Proposed Actions (1)

- o ECDG recommends that June 2005 should become  $t_0$ . Any delay will move  $t_0$  and therefore the subsequent dates to a later starting/completion date or might risk the project at large
- o Form "eCallNet" consortium and establish financial support - *June 05 (MS/EC/Key Industry Stakeholders)*
- o MoU signatures from all key stakeholders (incl. Member States) of the eCall service chain - *June 05 (EC)*
- o Commission to adopt 2<sup>nd</sup> eSafety communication with actions for MS and industry - *June 05 (EC)*
- o eCall Business Model prepared for decision taking by key stakeholders including insurances - *Dec 05 (All)*





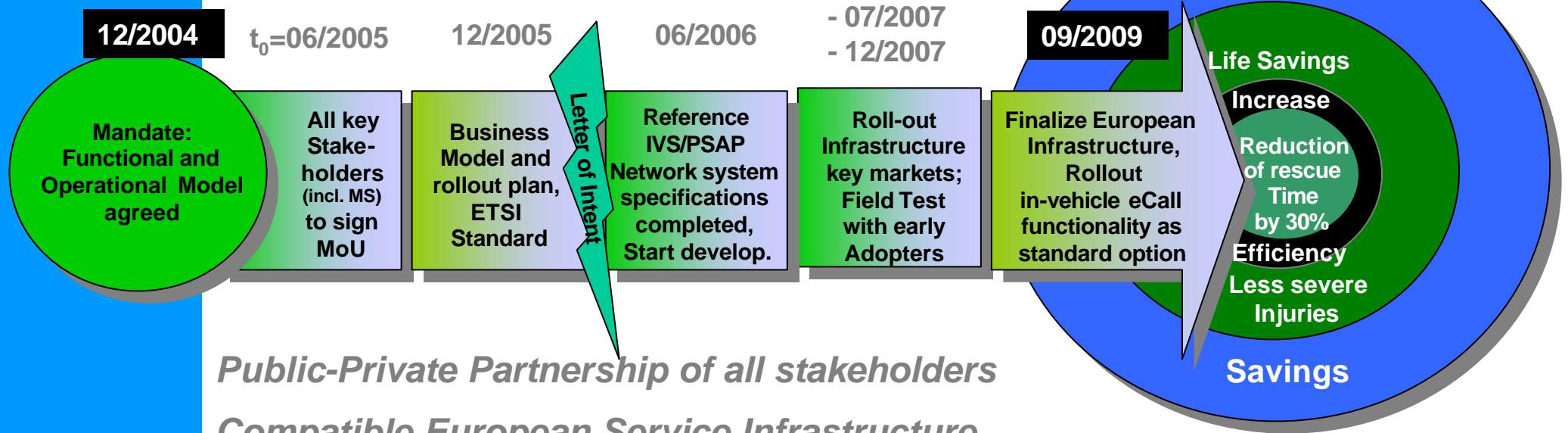
## eCall - Proposed Actions (2)

- ETSI standardization, eCall interface - *Dec 05 (ETSI)*
- Implementation and rollout plan prepared for decision taking - *Dec 05 (All)*
- Stakeholder decisions to sign Letter of Intent (LoI) to start project implementation - *Dec 05 (Stakeholders decision boards)*
- Finalize in-vehicle eCall functionality system architecture, start system developm. - *June 06 (ACEA)*
- Rollout of infrastructure in key Member States - *June 07 (MS)*
- Full-scale field test by advanced Member States - *until Dec 07 (EC/MS)*
- Finalize infrastructure in all other MS and staggered introduction of eCall as standard option - *Sept 09 (MS, ACEA)*

# eCall - Plan to Success



*Low cost in-vehicle eCall functionality as standard option*  
*Common specifications and reference design*  
*Shared costs and benefits, agreed sustainable business model*



*Public-Private Partnership of all stakeholders*  
*Compatible European Service Infrastructure*  
*Full coverage of key Member States*  
*Financial incentives for ramp-up*

# eCall - way to success



- o All stakeholders need to proceed in parallel
  - Those who have not done it yet - [Sign the MoU](#) !
  - Continue to [work together](#) in the eCall Driving Group until “eCallNet” has been set up
  - Take and follow the actions as outlined !

Remember

## eCall Saves Lives