

## **Opening remarks**

### **Fully Networked Car@Geneva Motor Show, 3 March 2010 Robert Steele, ISO Secretary-General, on behalf of World Standards Cooperation (ITU, ISO, IEC)**

Ladies and Gentlemen

It is a pleasure for me to welcome you here today for the opening of this – sixth - World Standards Cooperation (WSC) workshop on the topic of information and communications technologies (ICT) and intelligent transport systems (ITS) for motor vehicles.

Normally my WSC colleague Mr. Malcolm Johnson, Director of the Telecommunication Standardization Bureau, ITU would open this event... This year he sends his apologies and greetings from India, where he is addressing the Global ICT Standardization Forum for India (GISFI).

For those of you that don't know, WSC is a partnership between my organization – the International Organization for Standardization (ISO), the International telecommunications Union (ITU) and the International Electrotechnical Commission (IEC) to strengthen and advance the voluntary consensus-based international standardization system. WSC is here to help respond to the need for international standards as technologies converge and innovation brings new ways to work sustainably; economically, environmentally and socially.

For example, ISO has developed more than 800 standards for the automotive sector, including nearly 100 on intelligent transport systems. In addition, ISO has been very active in the past decade to quantify the economic and social benefits of standardization. We will shortly publish a study – carried out with the Roland Berger Consultancy – of the automotive industry which puts real US dollar values on the economic benefits of standards. My colleague Daniele Gerundino will tell you all about it in a later session of this workshop.

Other initiatives that have been undertaken by the WSC include education and training, as well as the organization of workshops such as this one.

So I would like to thank my colleagues at ITU, ISO and IEC, and the steering committee drawn from all corners of the ICT, intelligent transport and automotive worlds, for putting together this event.

Among the goals of the workshop are to establish a constructive dialogue among all the stakeholders, to reach a better understanding between the ICT and automotive sectors and to combine efforts and skills to create standards for the benefit of all.

I would also like to thank our sponsors Freescale Semiconductor who have kindly paid for all the coffee breaks this year.

And of course you will have noticed the GreenGT electric racing car from GreenGT SA, Switzerland as you came in. We are very grateful to Jean-François Weber for allowing us to showcase this amazing vehicle.

It's the second year running that WSC has displayed an electric sports car. New propulsion technologies are a symbol of the environmental commitment that is sweeping this industry.

It is a fact that the car industry is undergoing major changes with new services and applications in areas such as security, safety, navigation, car maintenance, fleet management, mobile office and entertainment. Information and communication technologies (ICTs) also have a strong role to play in making cars more environmentally friendly.

These changes represent significant opportunities... and some challenges and I believe Standardization should be seen as a major enabler for the vehicle industry to literally clean up its future.

It is interesting to reflect on what was being said 12 months ago at the 79<sup>th</sup> Geneva Motor Show. Then the cold winds of the global economic crisis highlighted the need for revolutionary change; a capacity to react very quickly and with flexibility, and the ability to offer suitable and innovative cars that provided better value for money, with a strong green component. Electricity was, and is, seen as the preferred route, along with more environmentally efficient and effective means of generation of that electricity. The Official Visitors' Guide to the 2008 Geneva Show had article after article and vehicle after vehicle that highlighted "green"

Twelve months on and these trends are more evident than ever. In addition there is the need for standardization of essential technologies to provide the solid base for further innovation and the economies of scale for commercialization of technologies, such as batteries. Most interestingly of all, is the urgent need to consider the interoperability of all of this technology not only in the car, but in the wider infrastructure that is needed to support this revolution.

For example, not only is there a need for convergence of standards in batteries, there is also a need for interconnectivity to recharge, service, replace or recycle these batteries. Standardization and coordination between vehicle manufacturing, standards organizations and ICT industries is crucial to the development of new technologies such as this.

In fact it will be far more serious because the opportunities to take advantage of this technology to the full may be diluted. For example not many people will have thought of cars as a possible storage medium for electricity in our national grids. But the linking of new smart grids is now a real possibility and on the agenda for discussion here at the Fully Networked Car.

I believe that this is an issue that WSC should be tackling in partnership with the industry and other standards bodies so the revolution does not bog down in proprietary technologies or in-country regulation. This is an international issue that, like the financial meltdown, needs to be addressed internationally.

This year we are very proud to have such an impressive array of participants. I would like to thank our keynote speaker, Christoph Huss, Senior Vice President of BMW as well as President of the International Federation of Automotive Engineering Societies (FISITA). He will join in our Executive Session with Juhani Jääskeläinen, European Commission; Raymond Resendes, Chief, Intelligent Technologies Research Division, NHTSA (National Highway Traffic Safety Administration); Samuel Loyson, marketing director at Orange in charge of the Group development program around connected car and transport; Russ Shields, Chairman, Ygomi; David Schutt, Chief Executive Officer of SAE International; Yasuro Nakanomori, Executive Vice-President in the ITS Business Division of OKI, Japan; and Reinhard Scholl from the ITU.

An impressive array of speakers I am sure you will agree. This year the discussion will be directed by a fine moderator in Mr. Eric Sampson whose experience in the industry means that he is a familiar face to many here.

The speakers in the workshop programme are drawn from all corners of the globe and will present a number of perspectives on what the intelligent transport systems of the future will look like.

I hope you will engage with our excellent panelists at the end of each session to discuss these pertinent issues, and especially to identify areas of work for the WSC organizations on international standards.

The challenge for the future of fully networked cars will be to succinctly identify, and then capitalize on the highest priorities, and to do this, we must effectively coordinate our efforts. So I look forward to hearing more about your views on issues and priorities, and also the manner in which WSC can collectively address these issues for a brighter transportation and economic future.

Despite the financial crisis, and perhaps even because of it, the automotive industry has a thirst for innovation. You only have to look around the motor show to see that.

New services and applications such as those promised by intelligent transport systems may provide important and unique selling points necessary to give advantage in a depressed market.

While these changes represent significant opportunities... there are also clearly some challenges. A key issue is the move from the development stage to actual implementation and there is growing realization that standardization must be a major part of this transition.

I wish you all a very enjoyable and informative two days. Please feel free to join us for a cocktail tonight.