ITU Events

Workshop on how communications will change vehicles and transport

8–9 October 2018
Detroit, United States

Co-organized by

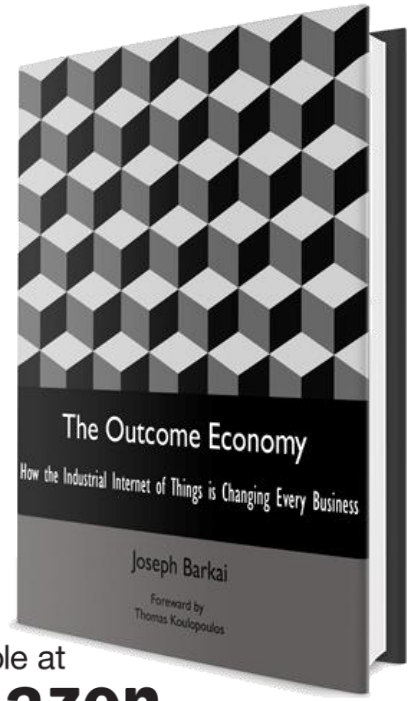
SAE INTERNATIONAL

ITU

Joe Barkai

Joe Barkai

@JoeBarkai



Available at amazon

Will Communications Change Vehicles and Transport?

Questions

- Markets and consumers
  - Value
  - Trust
- Security and privacy
- Regulations
- Standards

Commoditization of Connectivity

The VIN-Centric Model is Wrong

“Much of ITU’s work relates to the achievement of the UN’s sustainable development agenda, … one of which is to halve the number of deaths and injuries on the road by 2020. Clearly this will only be achieved by using smart transport management techniques, including collision avoidance radar and autonomous vehicles”

Malcolm Johnson, ITU Deputy Secretary-General
ITU-UNECE Symposium on the Future Networked Car, Geneva, March 2018

Accelerating Adoption

- Value-based adoption and scale
- Data security and privacy assurance
- Safe adoption of technology

“We cannot have the “move-fast-break-things” mantra of Silicon Valley in healthcare

—Dr. Matthew Fenech, NHS
AI research, Future Advocacy

Stuff Happens

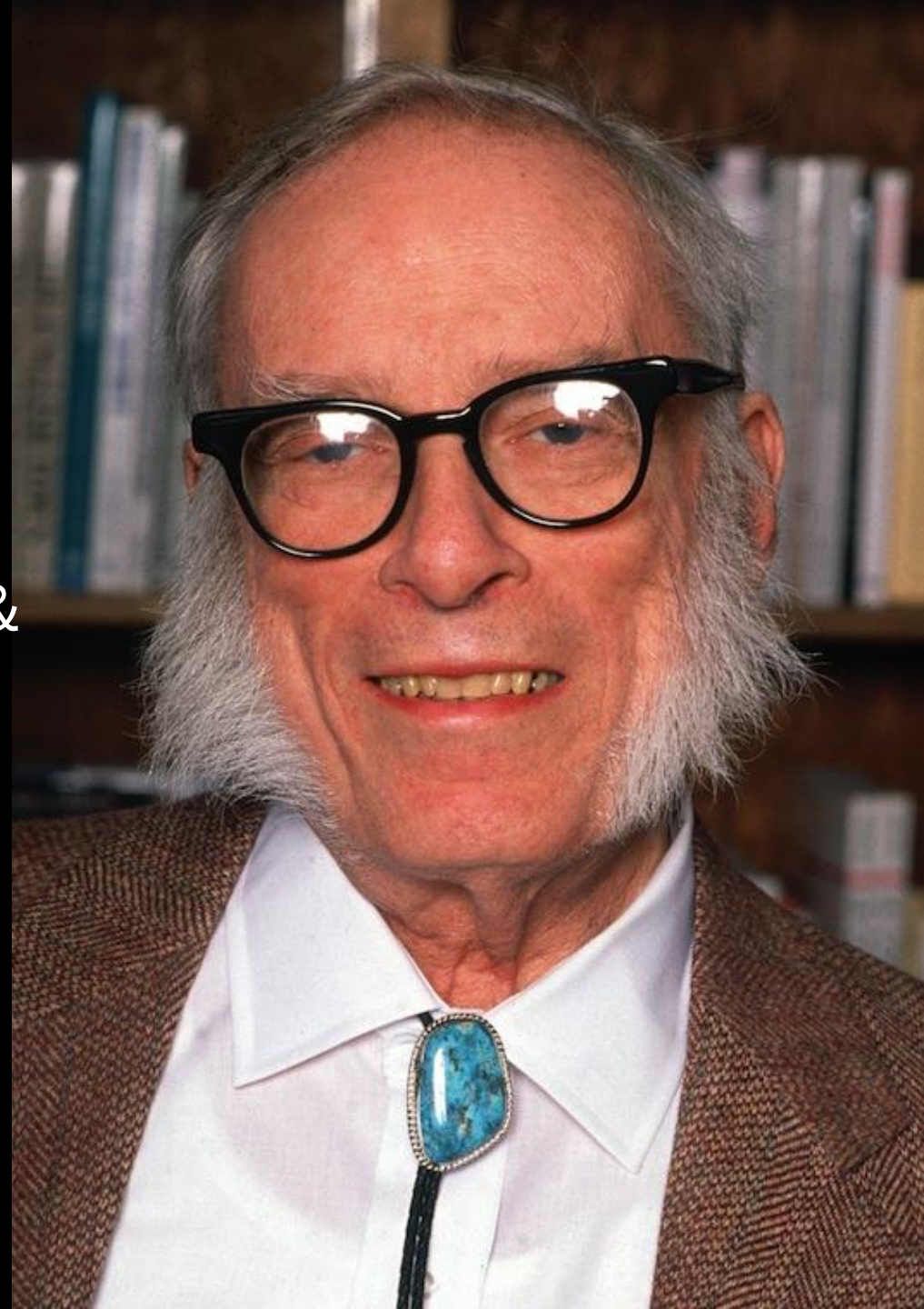
There’s a high probability that a low-probability event will happen!

Little time to get it right
No second chance

Are current methods sufficient, efficient, and safe?

Human-Centric Engineering Aligned with Human Values

- Useful: assist humanity
- Responsibly, safely, and ethically
- Maximize efficiency, but preserve dignity & privacy
- Maintain transparency & accountability



Find Me: joe@JoeBarkai.com | LinkedIn: Joe Barkai | Twitter: @JoeBarkai

Accelerating Adoption

Needed:

A open dialog between

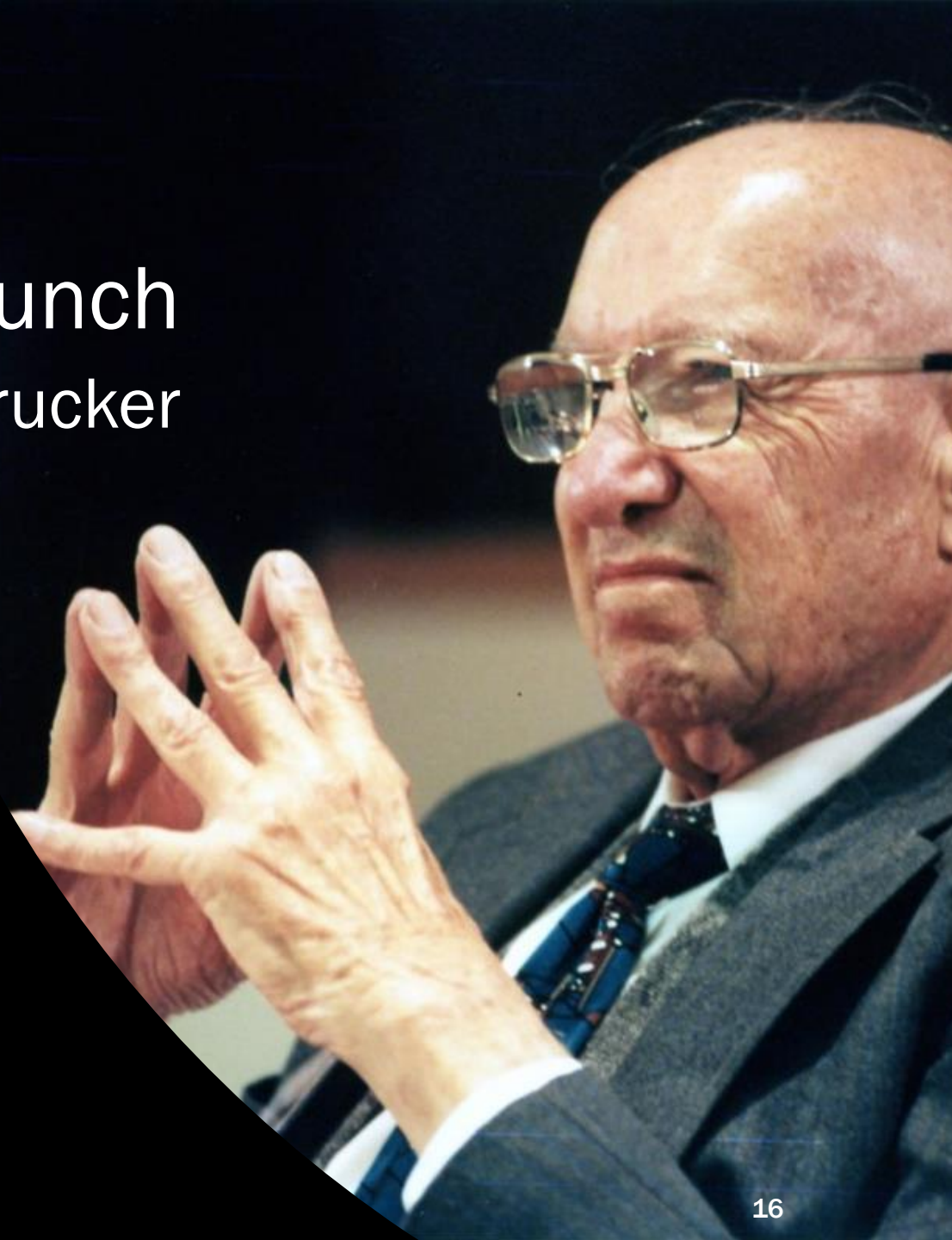
Engineering community and service providers

and

Policymakers, social scientists and concerned citizens

“Culture Eats Strategy for Lunch

—Peter Drucker



To Stay in Touch

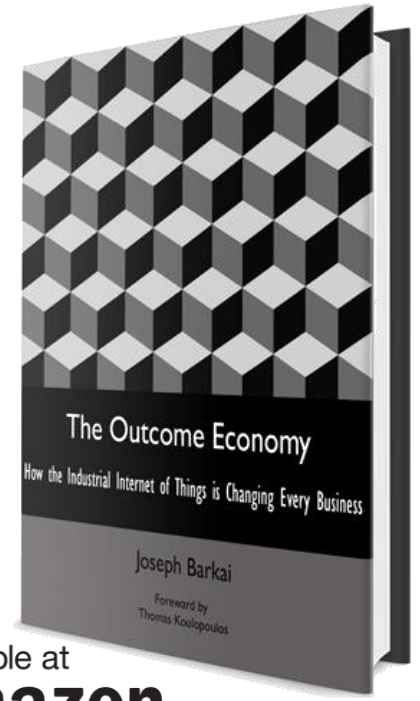
(and request the presentation slides)

joe@JoeBarkai.com

@JoeBarkai

JoeBarkai.com

Joe Barkai



Available at amazon

Find Me: joe@JoeBarkai.com | LinkedIn: Joe Barkai | Twitter: @JoeBarkai