THE *FULLY*
NETWORKED
CAR

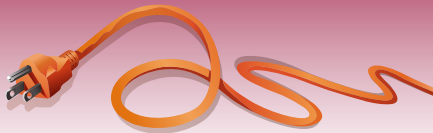GENEVA MOTOR SHOW

@

Programme

**Geneva Palexpo
Switzerland**

Workshop 7-8 March 2012

Door E2 at Palexpo to register,
workshop located in salle C

IEC ISO ITU

THE FULLY NETWORKED CAR

Welcome to the 2012 Fully Networked Car @ Geneva International Motor Show event, organized by the World Standards Cooperation (IEC, ISO and ITU).

Looking at the agenda, we think you will agree that your time spent here and taking part in the discussions are both relevant and a timely investment. We have designed the event to facilitate interaction so that everyone can hear everyone else's views and ideas. In doing so, you will help the three partners of the WSC identify priorities and develop their standards programmes in the automotive sector for the coming years.
From the exhibitions at this year's Geneva Motor Show, we can all see that there is so much going on in the automotive industry that it is vital that events like the Fully Networked Car should be used by the industry to clearly specify their standardization needs.
In turn, this will help the three partner organizations identify how they can help the automotive industry meet the needs of consumers and respond to changes in the regulatory environment, as well as to roll out innovative solutions affecting all parts of the automotive sector and the supporting infrastructure.

We look forward to spending time with you and we are sure you will enjoy the Fully Networked Car, the Geneva Motor Show and your visit to Switzerland!

Rob Steele	Malcolm Johnson	Aharon Amit
ISO/CS Secretary General	Director, ITU TSB	IEC/CO General Secretary

Day 1   7 March 2012

12h00-13h00   Registration

13h00   Programme overview, introduction by workshop hosts

Workshop objective: the running theme of all sessions in the FNC workshop is to stress the need for a global approach to standards – balancing efficiency, innovation, and having industry working together across the whole value chain.

Introduction of moderator:
- Richard Parry-Jones, RPJ Consulting

Update on strategic level discussions from IEC, ISO, and ITU

Leadership from the three international organizations will discuss and challenge the audience to think about the big issues affecting the fully networked car, as well as the International Standards needed from the World Standards Cooperation partners.

Speakers:
- Rob Steele, ISO Central Secretariat
- Reinhard Scholl, ITU TSB
- Claude Ricaud, IEC Central Office

14h00   Electric vehicles and electromobility
Roundtable/Discussion/Report

Panelists and audience will be asked:
- What interfaces and connectivity do we need standards for?
- How can they enhance connectivity?
- What are the new risks associated with electric vehicles?
- Can standards support recycling of the electric vehicle?

Panelists:
- Luc Bourgeois, Advanced Technology & Electronics Expert, Renault R&D
- Karl-Josef Kuhn, Siemens Corporate Research & Technology
- Junichi Yoshio, Pioneer Corporation, IEC/TC100
- Yoram Berholtz, Red Bend Software
- Jack Pokrzywa, SAE International

15h15   Coffee break

16h00   Vehicle safety and driver distraction
Roundtable/Discussion/Report

Panelists and audience will be asked:
- How can standards be used to encourage and assess active safety performance and effectiveness?

Panelists:
- Scott Pennock, QNX Software
- Dr. Hans W. Gierlich, HEAD Acoustics GmbH
- Marc Osajda, Freescale Munich
- Christophe Couvreur, Nuance Communications

16h45   Regional ITS perspectives – The African market

Panelists and audience will consider:
- What are the ITS priorities in new markets with great needs for ITS solutions?

Panelist:
- Thinus Booysen, Stellenbosch University, South Africa

17h15   Summary of panels, Day 1 conclusions

17h45   Cocktail reception

9h30 ## ITS communications
Roundtable/Discussion/Report

Panelists and audience will be asked:

- How can standards help ITS communications to contribute to active safety, congestion, energy, data — formatting, frequency and security?

Panelists:
- Mika Rytkonen, Nokia
- Christian Rousseau, Renault
- Russ Shields, Ygomi
- Sören Hess, ETSI
- Antonio Calmon, Kaitech Consulting
- Roger Lanctot, Strategy Analytics

10h30 ## Coffee break / summarization of common themes

11h00 ## Standards for cooperative ITS
Roundtable/Discussion/Report

Additional panelists and audience will be asked:

- How can standards help ITS communications to contribute to active safety, congestion, energy, data — formatting, frequency and security?

Panelists:
- Knut Evensen, Q-Free, CEN TC 278, ISO/TC 204, ETSI
- Hans-Joachim Fischer, ESF GmbH, ISO/TC 204
- Thierry Ernst, Mines ParisTech/Inria, ITSSv6 Project Coordinator
- Scott Cadzow, ISO/TC 204, ETSI TC ITS
- Masaki Sato, KEIO University, ISO/TC 204
- Takaaki Sugiura, ISO/TC 204
- William Whyte, Security Innovations, ISO/TC 204
- Steve Sprouffske, Kapsch TrafficCom
- Yushi Naito, ITU-T SG16
- Scott Pennock, ITU-T Driver Distraction Focus Group

12h00 ## Open discussion, summary, Q&A
Full audience participation

13h00 ## Conclusions