Nomadic Systems

Strategic Session 9:2
Integrated Transport Safety
Agenda

• European Nomadic Devices Market update
• Threats & Opportunities of Nomadic Devices
• ESoP 2006 as a Guideline for safer Nomadic Devices
• Limitations of ESoP application on Nomadic Devices
• Voluntary Self-Commitment as a possible solution, Possible action plan
Navigation Market (Europe), Unit Sales, 2005 – 2007

- Continuing growth in 2008
- Especially increasing growth in the smartphone and connected devices market expected

Forecast: 22,000,000
2007: 18,000,000 (+46%)
2006: 12,300,000 (+78%)
2005: 6,910,000

* Source: MEDION internal analysis
Threats & Opportunities of Nomadic Devices

Threats:

• Nomadic Devices can lead to distraction while driving

• High flexibility of Nomadic Devices bears a certain risk of wrong usage (e.g., mounting the device close to an airbag)

• Flexible mounting solutions may not stand a crash test (see ADAC test results conducted in 2007)

• So far, no strict legal basis to reduce the above threats!
Threats & Opportunities of Nomadic Devices

Opportunities:

• Nomadic Devices can be an additional aid to the driver (where otherwise printed maps would further distract)

• Basically every car driver can now easily upgrade the own car for faster and more efficient routing (16% less CO\textsubscript{2} emissions, 18% less travel time, TomTom study 2006)

• Potential future usage as eCall device when adding GSM technology into the Nomadic GPS device
ESoP 2006 as a Guideline for safer Nomadic Devices

- European Statement of Principles (ESoP 2006) contains valuable recommendations about a safer and more efficient integration of Nomadic Devices into the car

- Design Goals, Installation & Presentation principles, Displays & Controls Interactions and System behaviour principles are covered and can lead to safer devices

- A good guidance for Nomadic Device manufacturers that so far only obey CE guidelines and “don’t know better”
Limitations of the ESoP2006 on Nomadic Devices

- The ESoP cannot be fully applied on Nomadic Devices:
  - Safe installation cannot be guaranteed by the Device Manufacturer as each car must be treated as a different environment (e.g., different locations of airbags)
  - System behaviour (e.g., distraction avoidance) cannot be optimised without accurate signals of the car
  - Right now, no Nomadic Device is 100% ESoP compliant!
Voluntary Self-Commitment as a possible solution

• Instead of binding legislation, a voluntary self-commitment to adapt the ESoP in the best possible way could help to accelerate the safety discussion for Nomadic Devices

• Top-5 manufacturers represent already more than 80% of the Nomadic Device market, their commitment would create a pull effect among others

• Needed: Some kind of “safety seal” that differentiates the potentially safer device from the competition
Possible action plan

• Major Nomadic Device manufacturers gathered for the first time on April 9\textsuperscript{th} in order to discuss the self-commitment prior to the latest Nomadic Device Forum held in Brussels on April 10\textsuperscript{th} 2008

• A workgroup has been defined that will formulate a Memorandum of Understanding (MoU)

• The plan is to get the major stakeholders’ signature still within 2008 stressing the future stronger ESoP compliance
Open discussion

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