NoAE Network of Automotive Excellence

PROGRAM

Transfer-Workshop Cluster 2 "Communication & Mobility"

Duesseldorf, April 18th 2012

AIRBUS · BOEING · DLR · Lufthansa Technik · BOMBARDIER · SIEMENS · FF Computer Anwendungen und Unternehmensberatung GmbH · Ministerium für Wirtschaft, Energie, Bauen, Wohnen und Verkehr des Landes Nordrhein-Westfalen · Audi · Ford · RENAULT · PORSCHE · ŠKODA · OPEL · BOSCH · MAGNA · HOERBIGER · Valeo · Johnson Controls · P&T LUXEMBOURG · EnergieRegion.NRW Cluster EnergieWirtschaft · AC styria · APMA LEAD. REACH. CONNECT. · Auto21 · AutomotiveNL · PROSPECTING partners

Network of Automotive Excellence

There will be a 1,5 hour Transfer Workshop with the following:

Agenda:

1. **Welcome and Introduction**
   Clarification of agenda, topics, objectives and prepared communication-infrastructure

2. **Impulse speaches and Project proposals**
   During the presentations (each between 5 to 15 minutes) each speaker will raise the following items:
   - Short self introduction of speaker and organization / company
   - Statement about main idea, open questions as well potential content of a project
   - Potential benefit for a) Consumers & Customers b) OEMs c) 1st tier / 2nd tier suppliers d) service and consultancy providers e) other organisations like communities, cities, politics, ministries, etc.
   - Offers and expectations to the Cluster 2 workshop participants
   - Potential and draft proposals for a next step forward

   Project proposals and overview statements
   Introduction: Multimodal systems by IT Services
   Walter Gunselmann, Siemens

   Todays and future Challenges for Apps and Services in Transportation
   Dr. Carsten Günther, Heidelberg Mobil

   Advanced Driver and Passenger Monitoring
   Dr. Daniel J. Jendritza, Krefeld

   Connectivity for Automotive application and future Use-cases
   Mr. Krachler, Magna (optional: Mr. Heismann, Porsche)

   Technical and future requirements for Passenger communications in Aircrafts
   Dr. Kirschfink, Lufthansa Technik

3. **Open discussion per presentation including Mind map documentation**
   Comments, questions and proposals from the participants are highly welcome after each speech & presentation !!!

4. **Activity plan per project proposal**
   Summary of the workshop results and set up of an activity plan, where headlines of the projects will be defined and the participants of the workshop can identify their specific added value in joining these projects. See also the Mind map documentation.

5. **Closure and link to the further communication-infrastructur**
   (project lounge and coffee-shop)

Content and focus of Cluster 2

1. Welcome (5 minutes)

The need for individual mobility and the networking of the various means of transportation is increasing. Typical travel example: You take the suburban railway to the airport; you wait in an airport café; you drive a rental vehicle from the airport to the customer appointment and back. Regardless of the selected location and means of transportation, the traveller, even underway, would not like to do without his communications medium, data and communication possibilities, which he constantly uses in his private and professional life. This means that the uninterrupted application of technologies such as Smartphones, tablet PCs or Smartpads is even more important for travellers, in order to fulfil the desire for continuous availability as well as for access and utilisation of social networks or required Internet services.

Specific, additional challenges are directed at the automobile industry: the individual and personal needs of the driver and passengers. Intelligent assistant systems simplify or support the driving tasks. For example, by combining vehicle and navigation data, they make driving safer, provide the passengers with individual information and therefore positively organise the time spent in the vehicle.

In line with this, the possibility of an instinctive or "smart" operation of all devices used while driving is a basic requirement, so as not to overwhelm the driver. However, the creation of intelligent operations via user interfaces can also make it easier to utilise new and diverse Internet-based services and applications. Furthermore, the various development and innovation cycles between the automobile and entertainment industries must also be considered.

Additional important innovation focal points are: For the rail and transport industry, the topic of online diagnosis with the goal of faster and safer error detection, and for the aerospace industry, the topic of infotainment utilisation during the flight.

Topic cluster 2 is searching for ideas and innovations in the ICT sector that help to realise the vision of a "connected world" through the reliable and safe combination of useful information and services with the means of transportation. Thus, not only hardware and software are required, but rather above all, mobile services are required with intelligent possibilities, which result in added value for the traveller.

Moderation:

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