
eCall Project

HL Industry Meeting
February 03, 2005
Brussels

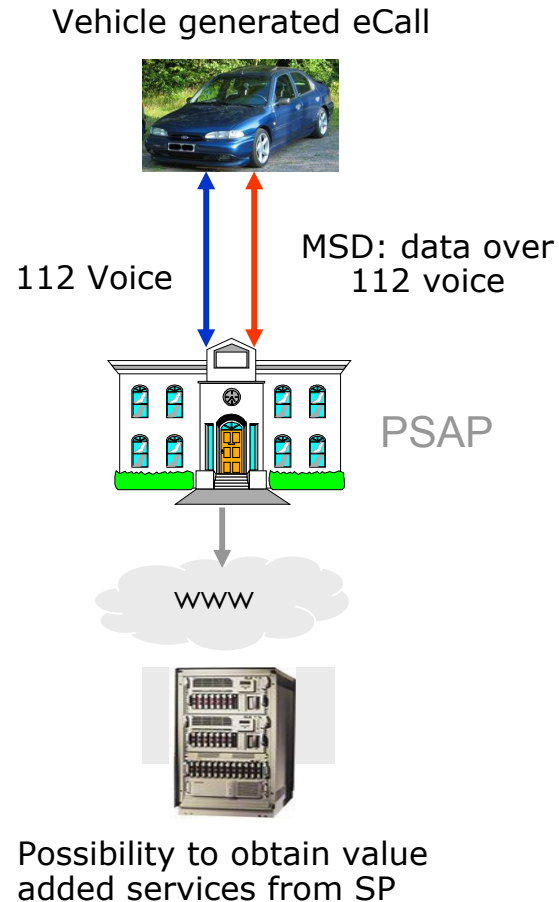


eCall - WHY

- ❑ Reduction of average response time to the accident:
 - 50% in Rural Areas
 - 40% in Urban Areas
- ❑ Reduction of accidents severity
 - 15% to less severe medical category
- ❑ Annual lives saving
 - Estimated to be over 2.000 in EU 15
- ❑ Costs savings (exceed many times needed investments)
 - ~ 21 billion Euro in EU 15 annually
 - ~ 600 € on a per equipped vehicle basis



eCall - HOW



- Build on E112 roll out at PSAPs
- Direct, real-time message (MSD) to PSAP operator receiving the 112 voice call including:
 - Time of incident
 - Exact location including direction of driving
 - Vehicle identification
 - eCall qualifier giving the severity of the incident (currently automatic/manual)
 - Identification of service provider
- Verification possibility via voice link
- No false alarms (double check mechanism when triggered manually)
- Safe automatic call also when driver is unconscious
- Link to private service provider for additional optional services possible

eCall - REASONING



- ❑ eCall tackles a real problem in Europe, with significant potential socio-economic benefits !
- ❑ eCall is a highly efficient solution that can serve the majority of the road users in Europe, including citizens travelling abroad
- ❑ eCall is based on existing approved E-112 regulations and infrastructure
- ❑ eCall could become the only standardised solution with pan-European roaming and interoperability

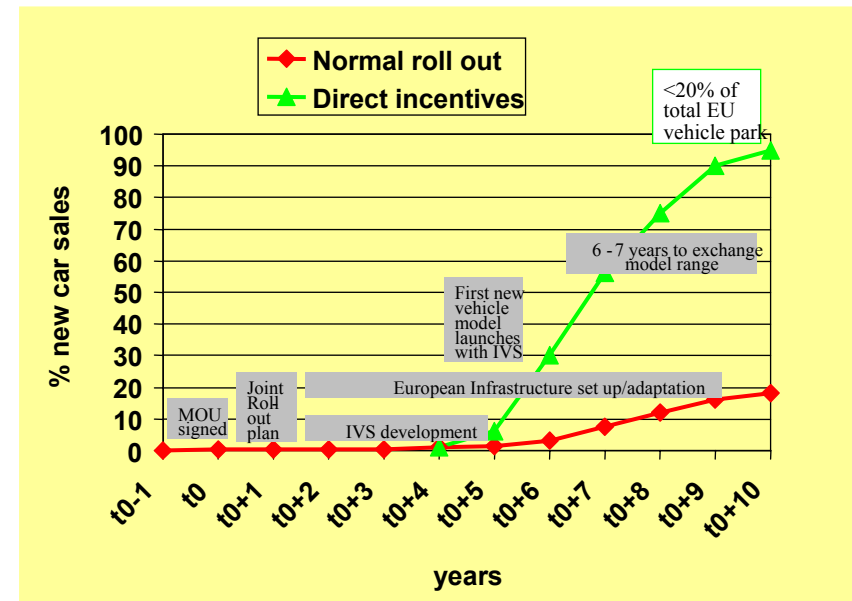
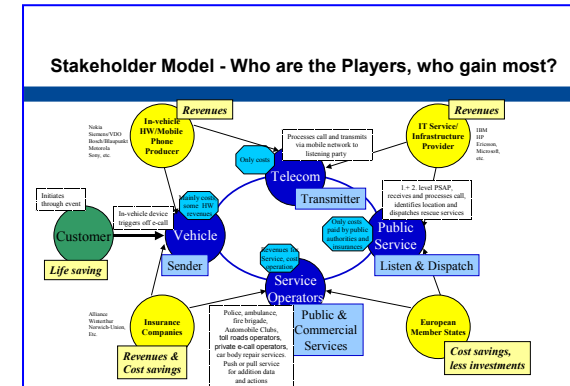
eCall – Member State ROLE

- ❑ Need at PSAP level to be able to receive, understand and react on eCall MSD
 - E112 implementations will ensure basic upgrade of PSAPs
 - Study on E112 implementation answered by 18 MS has shown that 11 MS are ready now, 3 will be ready by 2005 and 1 by 2007
 - Additional investments to fulfill eCall on top of E112 is seen as marginal - between 1.000-10.000 € per PSAP
 - At HL Meeting for Public Authorities 18 MS underlined their commitment to create the necessary prerequisites in their respective countries to sign MOU
- ❑ Understanding that ramp-up needs financial incentives and set up of “eCallNet” consortium

eCall – Industry ROLE



- ❑ Other key industry stakeholders than vehicle manufacturers to sign MOU as well
- ❑ Provide industry input to jointly develop a sustainable business model
- ❑ Reach agreement on a low-cost reference design for an in-vehicle eCall functionality
- ❑ Participate in setting up “eCallNet” consortium to drive all activities according to an agreed roll-out plan and timing



eCall – ECDG Status



- ❑ eCall functional architecture and model for its implementation basically agreed. However, clear **roadmap for deployment needed.**
- ❑ Necessary technologies available. However **standards are needed.**
- ❑ Socio-economic benefits and investment needs generally known. However, more details and clarifications on how to provide **feasible business cases required to speed up implementation.**

eCall - Proposed Actions



- ❑ ECDG recommends that June 2005 should become t_0 . Any delay will move t_0 and therefore the subsequent dates to a later starting/completion date or might risk the project at large
- ❑ Form “eCallNet” consortium and establish financial support - June 05 (MS/EC/key industry stakeholders)
- ❑ MoU signatures from all key stakeholders (incl. Member States) of the eCall service chain – June 05 (EC)
- ❑ Commission to adopt 2nd eSafety communication with actions for MS and industry – June 05 (EC)
- ❑ eCall Business Model prepared for decision taking by key stakeholders including insurances – Dec 05 (All)
- ❑ ETSI standardization and eCall interface – Dec 05 (ETSI)

eCall - Proposed Actions

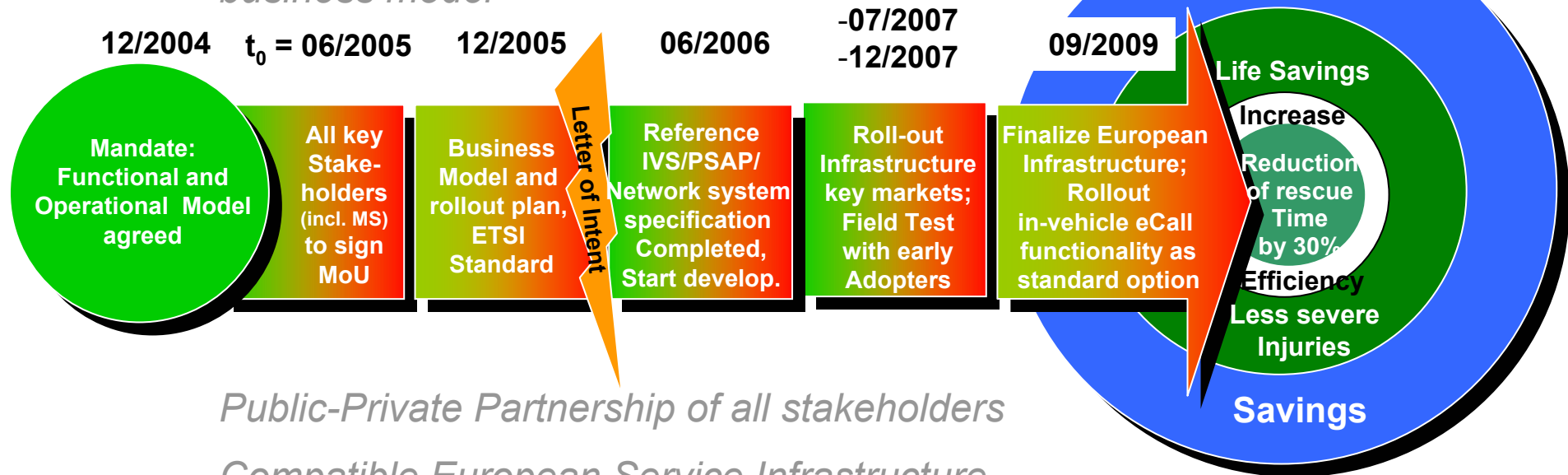


- ❑ Implementation and rollout plan prepared for decision taking – Dec 05 (All)
- ❑ Stakeholder decisions to sign Letter of Intent (LoI) to start project implementation – Dec 05 (Stakeholders decision boards)
- ❑ Finalize in-vehicle eCall functionality system architecture and start system development – June 06 (ACEA)
- ❑ Rollout of infrastructure in key Member States – June 07 (MS)
- ❑ Full-scale field test by advanced Member States – until Dec 07 (EC/MS)
- ❑ Finalize infrastructure in all other member States and staggered introduction of eCall as standard option – Sept 09 (MS, ACEA)

eCall - Plan to Success



*Low cost in-vehicle eCall functionality as standard option
Common specifications and reference design
Shared costs and benefits, agreed sustainable business model*



*Public-Private Partnership of all stakeholders
Compatible European Service Infrastructure
Full coverage of key Member States
Financial incentives for ramp-up*

eCall - way to success



- All stakeholders need to proceed in parallel
 - Those who have not done it yet - **Sign the MoU !**
 - Continue to **work together** in the eCall Driving Group until “eCallNet” has been set up !
 - Take and follow the actions as outlined !

Remember

eCall Saves Lives