

# The Second International Summit On the State of the Connected Vehicle

Hosted by the Connected Vehicle Trade Association  
and the Michigan Department of Transportation  
In conjunction with SAE International

September 29-30, 2010  
Troy, Michigan

The benefits of the Connected Vehicle require strong relationships and coordination between public sector infrastructure owners and operators and private sector providers (suppliers, automakers, application providers, systems suppliers, commercial vehicles, etc.). The first day's sessions will discuss the strategy and policy of these groups as they move forward realizes this vision.

## Conference Agenda

### Day One Policy and Strategy for Deployment

The Connected Vehicle requires strong relationships and coordination between public sector infrastructure operators and private sector providers (Transit agencies, suppliers, automakers, application providers, systems suppliers, commercial vehicles, etc.). This session will discuss the strategy and policy for these groups to realize this vision. These panels will discuss policy, strategy and schedules.

7:30 am to 8:30 am

Continental Breakfast

8:30 am to 9:30 am

**Welcome and Introduction (Harry Voccola) and**

**Keynote Address – Peter Appel, USDOT RITA Administrator**

9:30 am to 10:15 am

**International Perspectives on Policies and Strategy:** At this session each of the regions will present their vision for the connected vehicle, including benefits perceived or anticipated, their strategy to realize this vision, including the roles of public-partnerships partnership and any policies need to implement their strategies.

- *EU Low Carbon Mobility (Wolfgang Hoefs)*

- *PIARC (Dr. John Miles)*

- *Japan (Koichi Sakai)*

-- *Moderator: Scott McCormick, CVTA*

10:15 am – 10:45 am

**Break**

10:45 am to 11:15 am	<p><b>International Perspectives on Deployment:</b> This panel will discuss the national roles in realizing the visions mentioned above to actually deploy, and include the role and need for regulations, standards, research and development. The national expectation for financing and what can be done to motivate/incentivize deployment.</p> <ul style="list-style-type: none"> <li>- Stacy Kang (South Korea)</li> <li>- ERTICO (Paul Kompfner)</li> <li>- China (Xiangui Song)</li> </ul> <p>--Moderator: Scott McCormick</p>
11:15 am – 11:30 am	<p><b>ITS World Congress, Busan, South Korea Presentation,</b> Stacy Kang</p>
11:30 am to 12:15 pm	<p><b>State and Local Government Perspectives on Policy, Strategy and Deployment:</b> This panel will discuss installation versus operation and maintenance responsibilities and the sources of funding for each. Also discussed will be the value and responsibility for information collection and delivery, and will have a focus on the perspective of the value of public/private partnership.</p> <ul style="list-style-type: none"> <li>- Jim Wright (AASHTO)</li> <li>- Kirk Steudle (MDOT)</li> <li>- John Corbin (WisDOT)</li> </ul> <p>--Moderator: Richard Bishop (Bishop Consulting)</p>
12:15 am to 1:15 pm	<p><b>Lunch</b> – Sponsored by Oracle</p>
1:15 pm – 2:00 pm	<p><b>Oracle Presentation,</b> Andy Rothfield</p>
2:00 pm to 2:45 pm	<p><b>Automakers Perspective:</b> What will it take to get the auto industry to accelerate connected vehicle applications? How do we get the connected vehicle out of research and into the platforms? Are there technologies or infrastructure improvements that make it happen faster? What is the industry perspective of public/partnerships? Safety versus mobility? What is the impact of the current state of the industry with regard to rollout?</p> <ul style="list-style-type: none"> <li>- Nissan (Roy Goudy)</li> <li>- Toyota (Hideki Hada)</li> <li>- Honda (Tom Schaffnit)</li> <li>- General Motors (Partha Goswami)</li> </ul> <p>--Moderator: Scott Andrews</p>
2:45 pm – 3:15 pm	<p><b>Break</b></p>
3:15 pm to 4:00 pm	<p><b>Benefits: How the Connected Vehicle helps Safety, Mobility and Economic Development:</b> Can the connected vehicle support the new schemes for road pricing, air quality, fuel use and economic recovery. In addition, Mike Schagrín will provide info on IntelliDrive<sup>SM</sup> strategic direction and insights on the Safety pilot.</p> <ul style="list-style-type: none"> <li>- EU CVIS (Knut Evensen)</li> <li>- US DOT JPO (Mike Schagrín)</li> <li>- JPO (Greg Krueger)</li> </ul> <p>--Moderator: Richard Bishop (Bishop Consulting)</p>
4:00 pm to 4:20 pm	<p><b>LTE vs DSRC:</b> Are these technologies compatible or competitive?</p> <ul style="list-style-type: none"> <li>- Telcordia (Tao Zhang)</li> <li>- Kapsch (Justin McNew)</li> </ul> <p>--Moderator: Scott McCormick, CVTA</p>

4:20 pm - 4:40 pm	<b>Telecom Perspective:</b> <i>Sprint Nextel (Tim Johnson)</i>
4:40 pm – 5:00 pm	<b>Application Environment Perspective:</b> <i>QNX (Andrew Poliak)</i>
5:00 pm – 5:30 pm	<b>In Vehicle Computing Perspectives:</b> <i>Intel (Joel Hoffmann)</i>
5:30 pm - 6:00 pm	<b>IVBSS and VITAL Programs</b> Dave LeBlanc, UMTRI (IVBSS Program) Dr. Ching-Yao Chan, UC PATH – VITAL Program --Moderator: <i>Scott McCormick, CVTA</i>
6:00 pm – 7:30 pm	<b>Reception Sponsored by NAVTEQ and RoadAmerica With Prize Drawing Sponsored by CVTA</b>

## Day Two Near Term Business Opportunities

**During this session, the discussion will concentrate on who will be spending money, where the contracts will be, what the budgets are from several perspectives. The business perspectives presented will be from automotive suppliers, government contractors, commercial services, connected services and content and development services.**

7:30 am to 8:30 am	Continental Breakfast
8:30 am – 9:00 am	<b>The State of the Market</b> – Where is the market going for the near, mid and long term by sector and technology. Egil will provide unique analytics and insight into the recent and near term trends. - <i>Egil Juliussen, iSuppli</i>
9:00 am to 9:30 am	<b>Regulation and Deployment:</b> Do existing legislative or regulatory models provide guidance or insight with respect to development and deployment of connected vehicle technologies? - <i>Dykema Gossett (Paul Laurenza)</i>
9:30 to 10:45 am	<b>Business Perspectives: Content and Development Services</b> - <i>Sprint (Tim Johnson)</i> - <i>Cisco (Andreas Mai)</i> - <i>NAVTEQ (Jeremy Wolstan)</i> --Moderator: <i>Scott McCormick (CVTA)</i>
10:45 am – 11:00 am	<b>Break</b>
11:00 am to 11:45 am	<b>Business Perspectives: Automotive Suppliers</b> - <i>Delphi (Heri Rakouth)</i> - <i>Hughes Telematics (Fred Blumer)</i> - <i>Continental (Andrew Krehmeyer)</i> --Moderator: <i>Scott McCormick (CVTA)</i>

11:45 am to 12:00 pm	<b>Terminal Mode:</b> Nokia - Harry Voccola
12:00 pm to 12:30 pm	<b>Lessons Learned Doing Business in China</b> – Peter Zhou, Secretary-General of Organizing Committee for NaviForum
12:30 to 1:15 pm	<b>Lunch</b>
1:15 pm to 2:00 pm	<b>Keynote Address:</b> Wisconsin State Insurance Commissioner (Sean Dilweg)
2:00 pm to 2:45 pm	<b>Standards:</b> What is the state of the standards in this ecosystem and where are the gaps. This panel will present an overview of the state of vehicle communications and open standards initiatives globally. - ANSI (Alessandro Triglia) - 1394 TA (Dave Thompson) - TIA (Dave Kraft) --Moderator: Jack Pokrzywa (SAE International)
2:45 pm – 3:15 pm	<b>Break</b>
3:15 pm – 4:00 pm	<b>Business Perspectives: Connected Services</b> - BAH (Ram Kandarpa) - Road America (Dennis Fantis) - Magneti Marelli (Gary Streeleman) --Moderator: Bob Yandrofski, CVTA Fellow
4:00 pm – 4:45 pm	<b>Business Perspectives: Insurance Telematics</b> - TransUnion (Michael Gaughan) - Octo Telematics (Nino Tarantino) - LexisNexis (Stephanie Stevens) -- Moderator: Dennis Fantis (RoadAmerica)
4:45 pm – 5:30 pm	<b>Vehicle to Grid:</b> - Nextek Power Systems (Paul Savage) - Honda (Tom Schaffnit) - SAE International (Jack Pokrzywa) --Moderator: Vishakha Radia (Cisco)
5:30 pm – 6:00 pm	<b>Wrap Up – Harry Voccola</b>

## About CVTA

The Connected Vehicle Trade Association (CVTA) ([www.connectedvehicle.org](http://www.connectedvehicle.org)) is a non-profit business league established to facilitate the interaction, and advance the interests, of the entities involved in the vehicle communications environment. The Connected Vehicle Trade Association enables the collaboration of companies, organizations and governmental bodies engaged in developing bi-directional vehicle communications. Membership is open to any corporation, public entity, standards and specification organization, or educational institution.

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