



Telematics 2017

-- ADDENDUM --

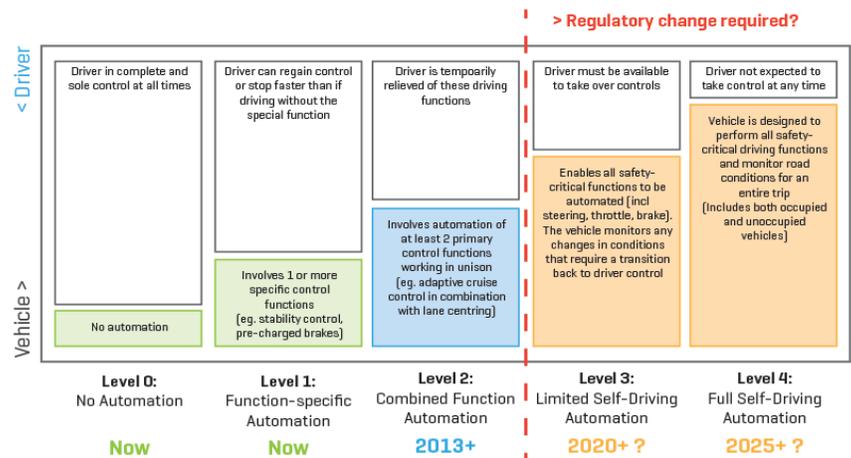
by John Miller

Images: Lee Lichtenstein / ML1 Media

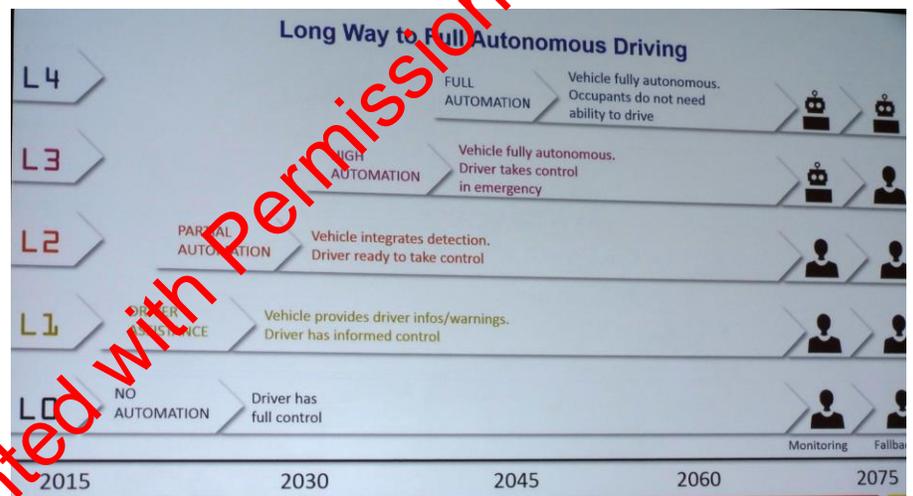
In a follow-up to the September 2016 piece on Telematics [*“Telematics 2016-Big Data goes mobile”*], this January, we had an opportunity to meet with top industry executives at the Consumer Telematics Conference in Las Vegas and discuss the current state and trends in telematics. A brief sample of the companies that participated: Audi, Amazon, Blackberry, Cisco, Ford, GM, IBM, Luxoft, Panasonic, Toyota and Volvo, as well as several government agencies, including the NHTSA, the Nevada DMV, and the City of Beverly Hills, CA. As you’ll see/read, the discussions were wide-ranging, the attitudes and self-interests rather polar, and the predicted directions/developments varying from ‘in the next year or two’, to ‘not in our lifetime’.

Panel discussions at the conference included topics such as Smart Cities, Wireless Spectrum, Legislative-Government Regulation, Cyber-security, Deployment Targets, and Bridging the Man-Machine gap. Without exception, each discussion yielded no consensus or unanimous conclusion, other than there were widely diverse opinions regarding telematics, depending on the industry the panelist represented. For example, during the ‘Automated Vehicles – Countdown to Deployment’ discussion, industry representatives clashed over timelines and the collection and sharing of telematics data. Nino Tarantino, CEO of OCTO, NA, (global provider of telematics/data for the auto insurance industry) insisted: “Collecting and sharing of (anonymous) crash data WILL happen by (government) mandate”. Henry Bzeih, Managing Director, KIA Connected/Mobility division, was less convinced: “Safety is the

Levels of driving automation (NHTSA)



Source: NHTSA (Modified)



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primary driver of autonomous systems data collection. It will be marketed as a safer option to the owner to build customer goodwill.”

Alternatively, Kathy Winter, VP/GM of Automated Driving Solutions at Intel stated, “Kids and the elderly are the target market. Autonomous cars can benefit this audience the most.” The most telling part of the discussion were the expectations of the panelists for real (Level 4) autonomous deployments. Grayson Brulte (City of Beverly Hills) suggested 2030. Intel’s Winter claimed 2021. Tarantino (OCTO) offered 2030, and KIA’s Bzeih hedged with 2020 for Level 3 cars and 2025 for Level 4.

During the same conference, the NHTSA offered their own timetable (chart 1), while a subsequent discussion by representatives from QNX(BlackBerry) and Teague(global design consultancy) suggested a timetable (chart 2) reaching out to 2060 and beyond. Perhaps two of the most insightful

points regarding telematics developments came from three of biggest automotive manufacturers in attendance. From Kurt Hoppe, Global Head of Innovation at GM: “The challenge of innovations at an OEM such as GM ... ‘Did we learn something?’ (from the innovation)...at GM we strive to follow Build, Measure, LEARN”. From David DiMeo, Director of Connected Car Innovations at Ford: “Connectivity isn’t the differentiating piece (of telematics) ..the question is ‘How far to reach to monetize that data?’”. From David Holecek, Director of Connected Products at Volvo: “Any kind of data generated by a vehicle is ‘owned’ by the customer. No OEM should store data without consumer consent”.

Perhaps those sentiments best summarize the state of telematics: **Innovation. Money. Privacy.** Not necessarily in that order.