

Telematics Update: Toyota Reignite the Vehicle Communications and Safety Market

Toyota's unveiling of their autonomous car at CES last week placed V2X technology at the top of the automotive agenda for 2013.

Frankfurt, Germany ([PRWEB](#)) January 16, 2013 -- As vehicle - vehicle and vehicle - infrastructure communication has been placed firmly on the map for European and U.S. automakers by Toyota's unveiling of their autonomous car at CES, Telematics Update's V2X for Auto Safety & Mobility Europe Conference (20-21 Feb, Frankfurt) could not have come at a more opportune moment in the automotive calendar. The conference will provide a crucial update on this escalating market. Top automakers from BMW, Ford, Renault and Scania will meet this February to reveal their V2X commercial roll-out strategies to give technology suppliers a solid timeline for deployment.

Engadget spoke to Jim Pisz, Corporate Manager of North American Business Strategy at Toyota, to shed some light on the current state of V2X technology. "Autonomous does not mean driverless... technology should enhance a driver's skills, but we do believe that the technology is at a state where it can intervene in a case where driver error is absolutely evident". This focus on safety and mobility will be discussed in detail at the V2X for Auto Safety & Mobility Conference.

As the V2X market is new for some companies within the telematics ecosystem, the conference will provide a much needed market update. This will include results of FOTs (Field Operational Tests) from organizations such as the Car-2-Car Consortium and ETSI to uncover which business models will increase the uptake of V2X services. Furthermore, structured networking sessions with 100+ executive attendees including OEMs, government, road operators, hardware and software suppliers and carriers promises to give a comprehensive introduction to the market.

Key Vehicle- Vehicle and Vehicle- Infrastructure Sessions

The independently researched agenda will include up-to-the-minute debates on:

- Commercialisation of V2X Technology: Evaluate options such as e-tolling and platooning for the commercialisation of V2V (vehicle-to-vehicle) and V2I (vehicle-to-infrastructure) technology to deliver ROI for investors and stakeholders
- Safety – The Ultimate Stimulus For V2X Offerings: Hear which V2X (vehicle-to-vehicle/infrastructure) safety initiatives like INTERSAFE-2 are being deployed by road operators and policy makers to improve intersection safety and rear-end collision warning amongst other features
- Future-Proof Business Models for V2V Uptake: Examine the evolving value-chain and resulting V2V business models such as lifetime, subscription, service bundles, incentive-based (e.g. insurance discounts) models to understand how to boost ROI for mainstream deployment

The full agenda and speaker line-up is available to download via the website for free:

<http://www.telematicsupdate.com/vehicle-to-vehicle-conference-europe/index.php>

With only six weeks remaining, Telematics Update has released the final deadline for the €100 discount on conference passes, Friday 25th January. Conference delegates can register via the website before this date to save €100 on their conference pass: <https://secure.telematicsupdate.com/vehicle-to-vehicle-conference-europe/register.php>



Contact:

Shreya Ganapathy

Project Director | Telematics Update

T: +44 (0) 20 7375 7150 (Global) / 1 800 814 3459 ext 7150 (USA Toll Free)

E: [sganapathy\(at\)telematicsupdate\(dot\)com](mailto:sganapathy@telematicsupdate.com)

Telematics Update is the reference point for automotive telematics, mobile and web industries and a cornerstone for communications within the industry. We aim to provide you with industry focused news, events, reports, updates and information. Working with you, Telematics Update aims to be the hub of the automotive, mobile & web community enabling dialogue throughout the industry and driving telematics forward. We want you involved - it's your industry after all - please get in touch if you think we can do even more. Telematics Update is part of FC Business Intelligence Ltd. FC Business Intelligence Ltd is a registered company in England and Wales - Registered number 04388971, 7-9 Fashion Street, London, E1 6PX, UK.



Contact Information

Shreya Ganapathy

Telematics Update

<http://www.telematicsupdate.com/>

+44 20 7375 7150

Online Web 2.0 Version

You can read the online version of this press release [here](#).