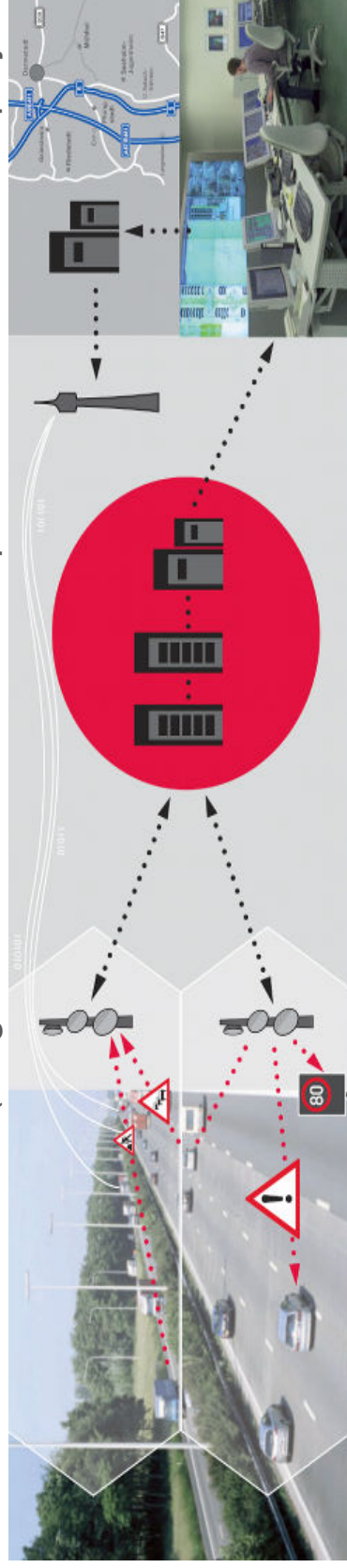


2ND USAGE AREA WORKSHOP

DR. FIONA WILLIAMS, ERICSSON

TOWARDS INTELLIGENT TRANSPORT

- > The sectors of energy, transport and health address the **Grand Societal Challenges** of climate change, transport inefficiency and the ageing society
 - All of these sectors require major innovations in the coming decade and many of the foreseen innovations require communications support as an integral part of solutions
 - Inter-disciplinary pilot projects offer the possibility to develop new cross-industry meeting points and standards
 - A core platform that serves several sectors will support the development of cross-industry interface standards
- > **Pilot projects**, which are close to market, will contribute to strengthening economic growth in Europe, the goal of all four PPP initiatives
- > **In the transport sector**, the need to reduce CO2 emissions and to make the transport of goods and people more efficient will drive the need for;
 - Multi-modal transport of goods and people and electrically powered vehicles supported by a multitude of communications based services between people, goods and infrastructures (Diagram below used with kind permission of the CoCar project)





ERICSSON