



## WHAT THE EXPERTS SAY ABOUT THE FUTURE OF DRIVING

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How do you bring together people from insurance, government, research, and technology? Start talking about connected cars and autonomous driving. That's what happened at a recent event, sponsored by ITS America, an advocacy group for intelligent transportation systems. Representatives from AAA, BMW, Google, NXP, and the U.S. Dept. of Transportation (UDOT) discussed the future of driving, and the challenges we face when we try to take advantage of what technology has to offer.

The panel, moderated by Doug Newcomb of C3 Report, represented a cross-section of the many disciplines that will bring the future of driving to life. The task is a multi-faceted one, involving complex issues that need the support of several industries, especially when you consider the implications of onboard connectivity, the need for security, and the possibility of cars actually being able to drive themselves.



The discussion began with a look at what's driving connectivity and autonomous-vehicle technology, what the benefits will be. Ken Leonard, Director of the UDOT Intelligent Transportation Systems Joint Program Office, noted that increased connectivity can make the supply chain more efficient, and can save money across the board. Even an efficiency boost of just 1 or 2% can deliver savings to industry and consumers alike.

Drue Freeman, SVP of Sales and Marketing at NXP, expanded on this idea, saying that industrial efficiencies also yield increased safety for the individual. He cited a project in the busy international port of Hamburg, Germany, where the first intelligent traffic light is helping to optimize the flow of traffic and guide truck drivers through the increasingly congested area. The new system gets drivers where they need to go faster, and with a higher degree of safety.

Dr. Markus Bauer, who helps BMW define their strategy for Advanced Driver Assistance Systems (ADAS), infotainment, and connectivity, made the point that technology on its own doesn't make things better. In the case of connectivity, for example, simply having it in the vehicle doesn't benefit the driver – the connectivity needs to be implemented in such a way that it provides information the driver will actually use.

The conversation then moved to autonomous driving and the human experience, and the potential for greater safety. Chris Urmsen, Director of Self-Driving Cars at Google, said that autonomous driving would cut commute times, and would free you up to do something else, like check email or watch a video, instead of looking at the road. UDOT's Leonard added to this, saying that having cars that can drive themselves would also bring a new level of mobility to a number of people, especially the disabled, who can't currently drive a car themselves.

Jill Ingrassa, Managing Director of AAA's department for Government Relations and Traffic Safety



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Advocacy, was quick to emphasize the importance of driver education as we make the shift to semi- and fully-autonomous vehicles. Every driver, but especially beginners, will need to know when they should engage or disengage, and should, in addition to knowing the general rules of road, have an understanding of the technologies involved in controlling the vehicle.

The rest of the discussion was guided, in part, by questions from the audience. The wide variety of questions asked, and the wide range of topics covered – from infrastructure and adoption to cyber security and policy making – made it clear that there is still much more to talk about before the future actually arrives.

At NXP, we see great promise in the trends relating to connected cars and autonomous driving, and look forward to participating in more discussions like the one NXP sponsored at ITS America. By continuing to foster a dialog, within the industry ecosystem and with the population at large, we will help ensure sure that we are addressing the right issues and developing the right opportunities.

## Related links

NXP site: Connected Car

<http://www.nxp.com/solutions/secure-connected-car.html>

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## About hillarycain

As director marketing & communications for the Americas, Hillary Cain is responsible for connecting new and existing partners & customers, media, employees and investors with NXP's corporate and product vision.



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