



ITS Standards: Key enabling technologies

A webinar/series about C-ITS

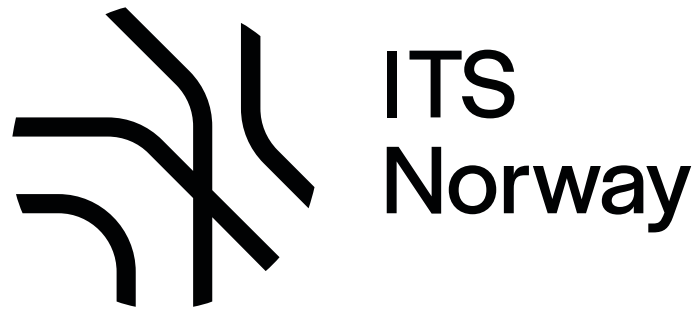
Introductions – Standards for C-ITS in general

Trond Hovland, CEO ITS Norway

Torun Degnes, CEO SAMS



Smarter, safer and sustainable transport



Clusters and standards (1)

SAMS Norway and ITS Norway are setting up a series of technical webinars about the coming C-ITS technologies and standards.

In general:

- Industrialization requires open markets
- Open markets requires standardized products and services
- Standardized products and services requires formal standardization processes
- Formal processes requires rules, volunteers, cooperation between all actors and trades.
- There is a need for strategists, experts, funders and sometimes regulators

Clusters and standards (2)

C-ITS (Cooperative Intelligent Transport Systems) has it all:

- Extreme complexity
- Actors from all walks of the industry
- Understanding of the bleeding edge technologies
- Standardization bodies
- Vast market opportunities – revenue opportunities

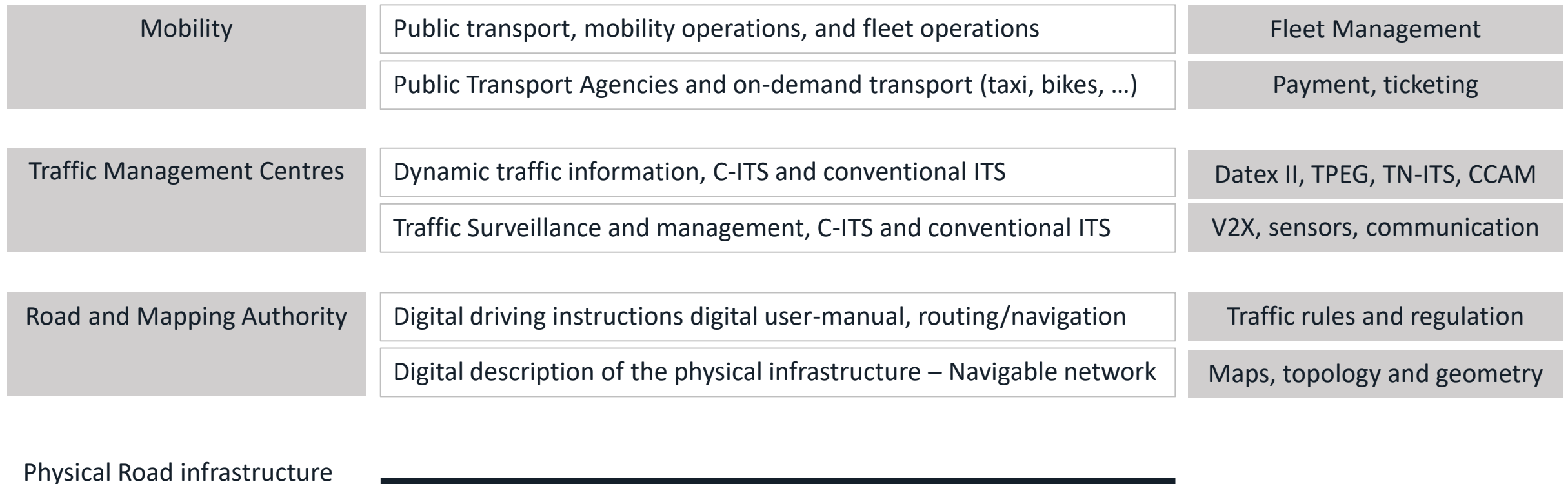
C-ITS is here to save lives, enhance comfort and efficiencies, and to reduce emissions!

That's why we need to understand it fully! That's why we have these seminars!

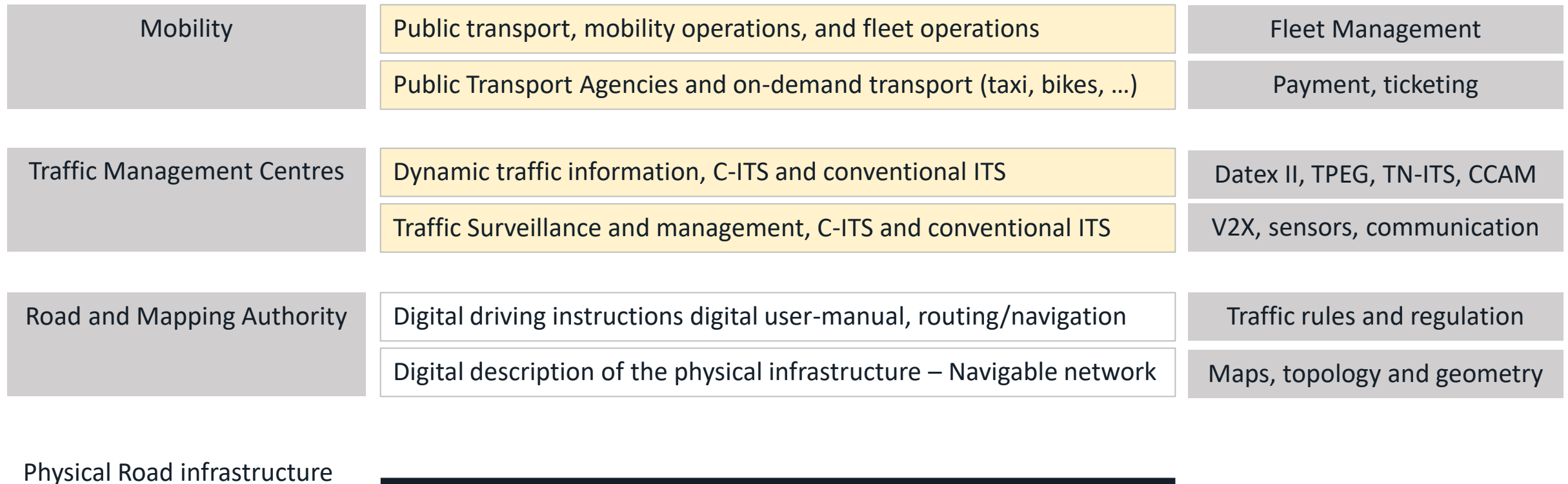
Today ...

- An overview over technology and standards
- C-ITS services
- Access technologies like the 5.9GHz
- Security – cybersecurity
- Data Management
- ITS Stations

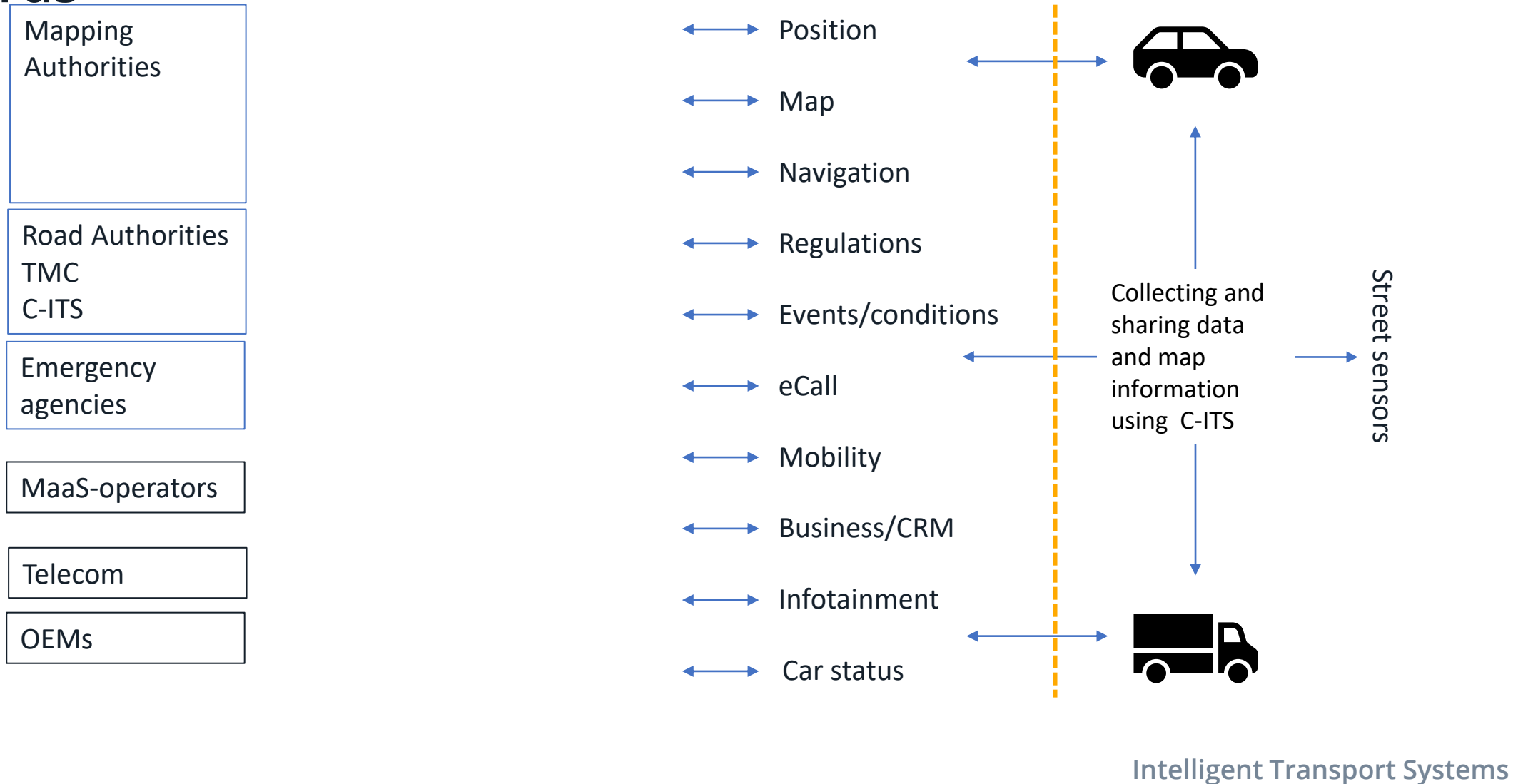
Three layers of digital infrastructure



Three layers of digital infrastructure - CCAM

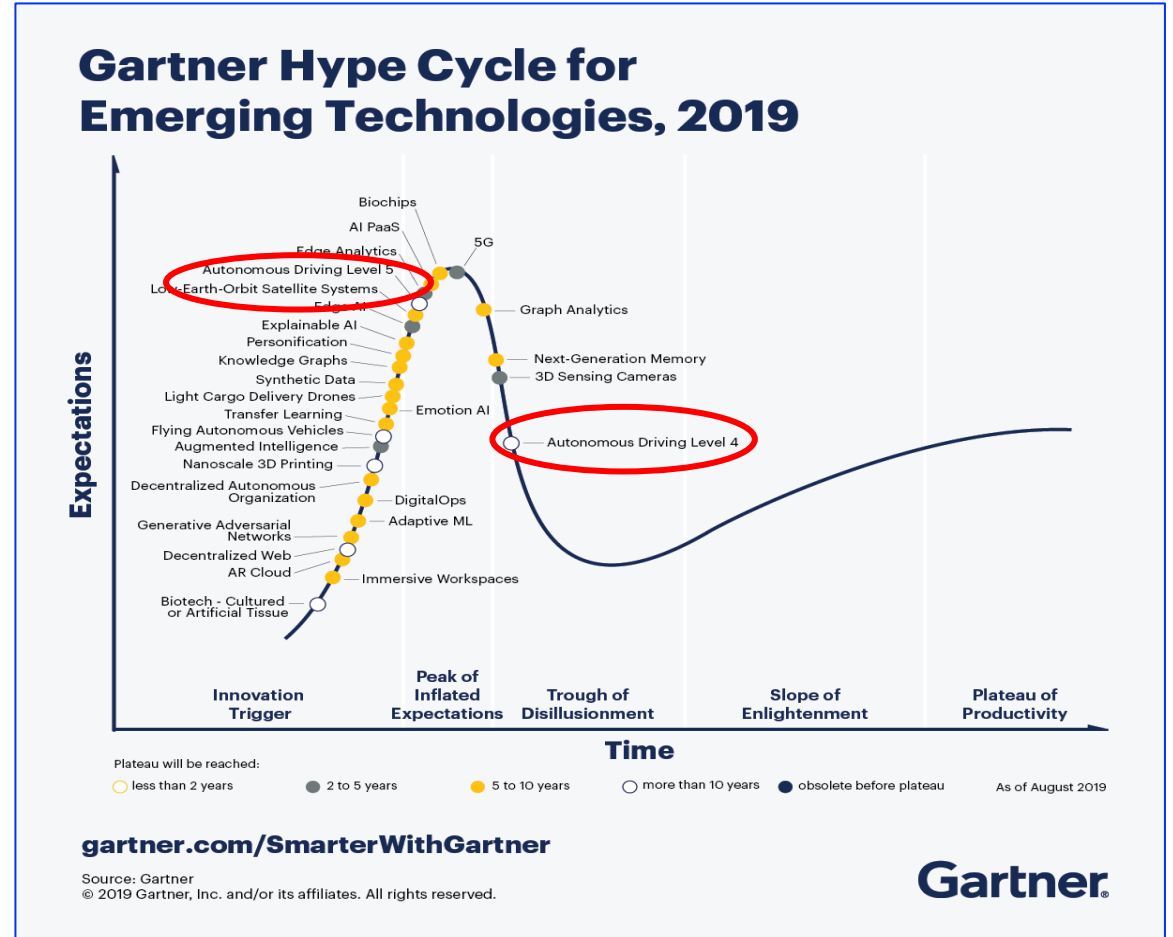
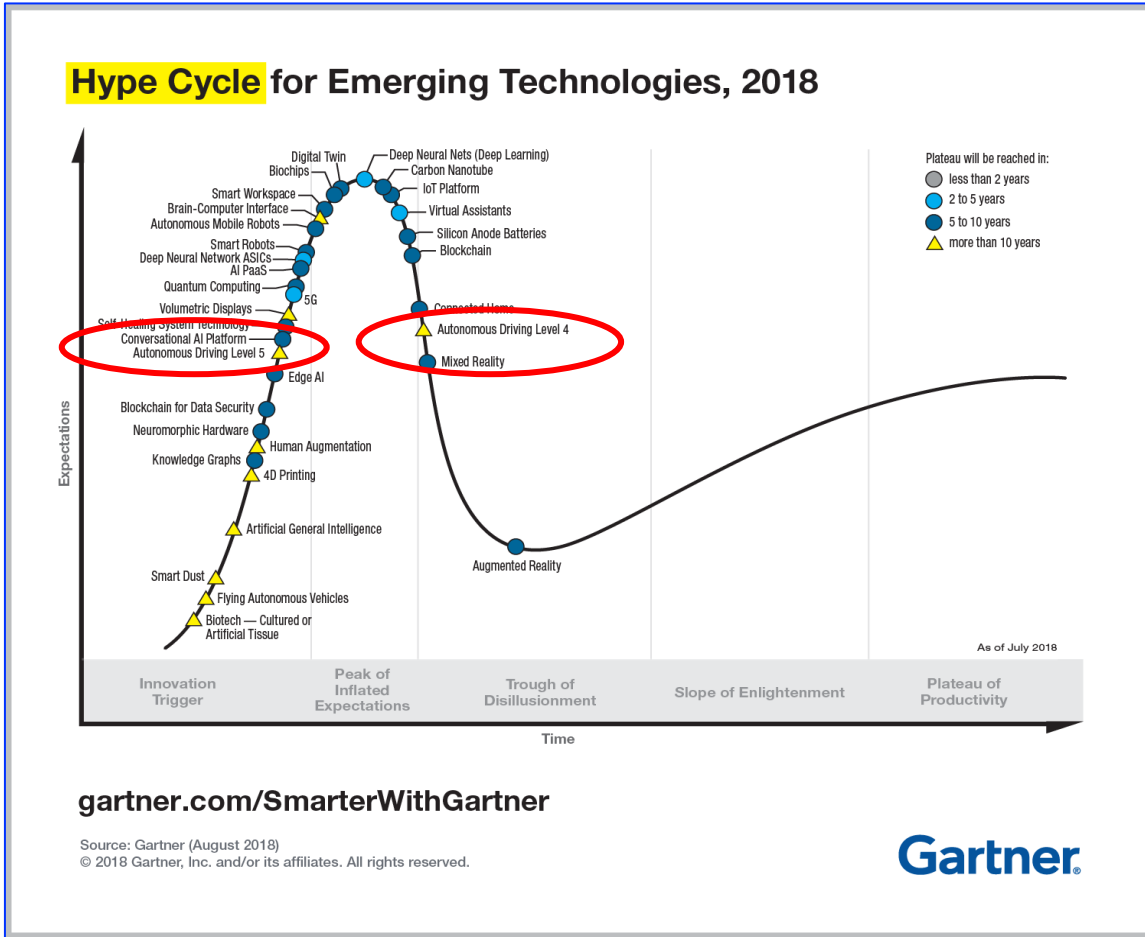


Actors, domains, content and communication – families of standards



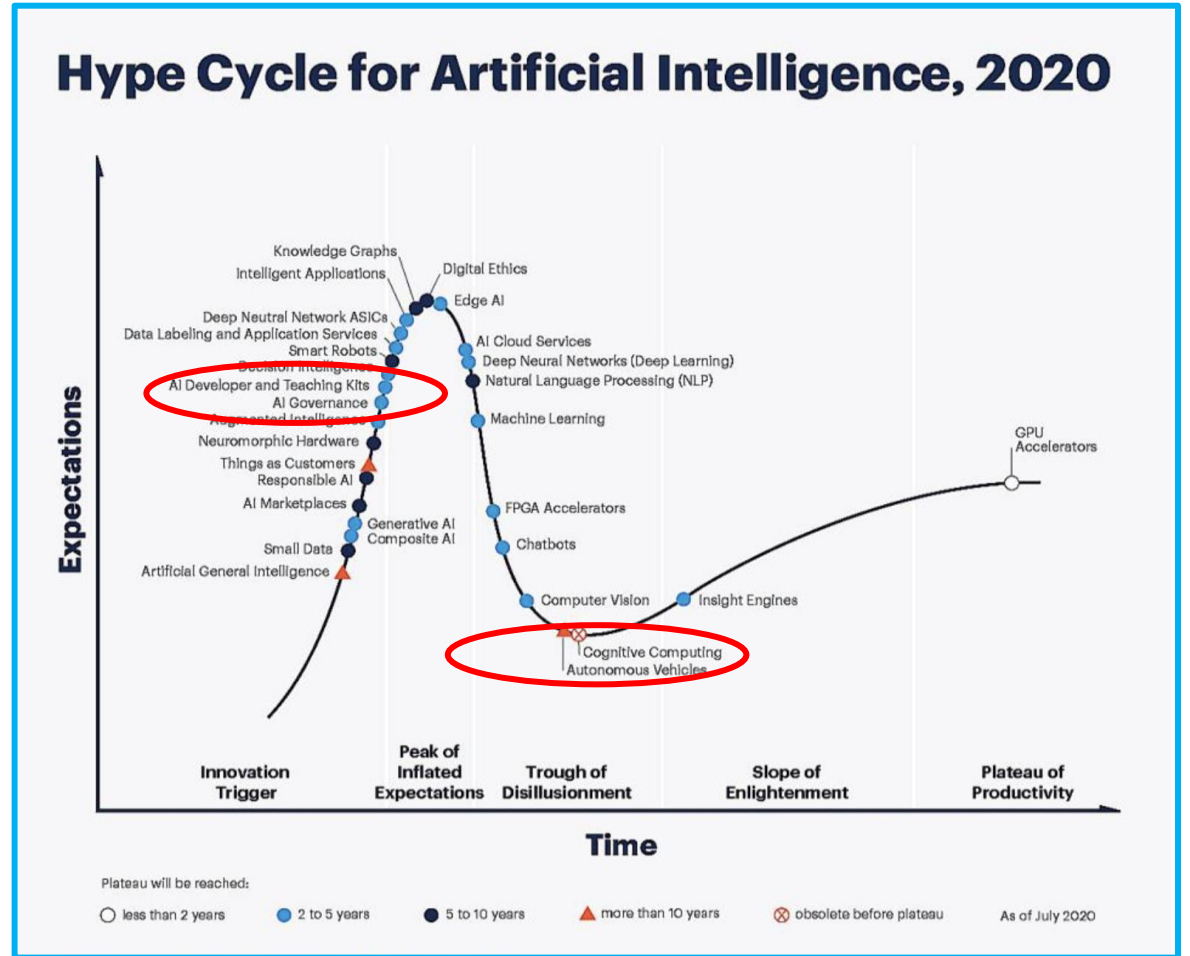
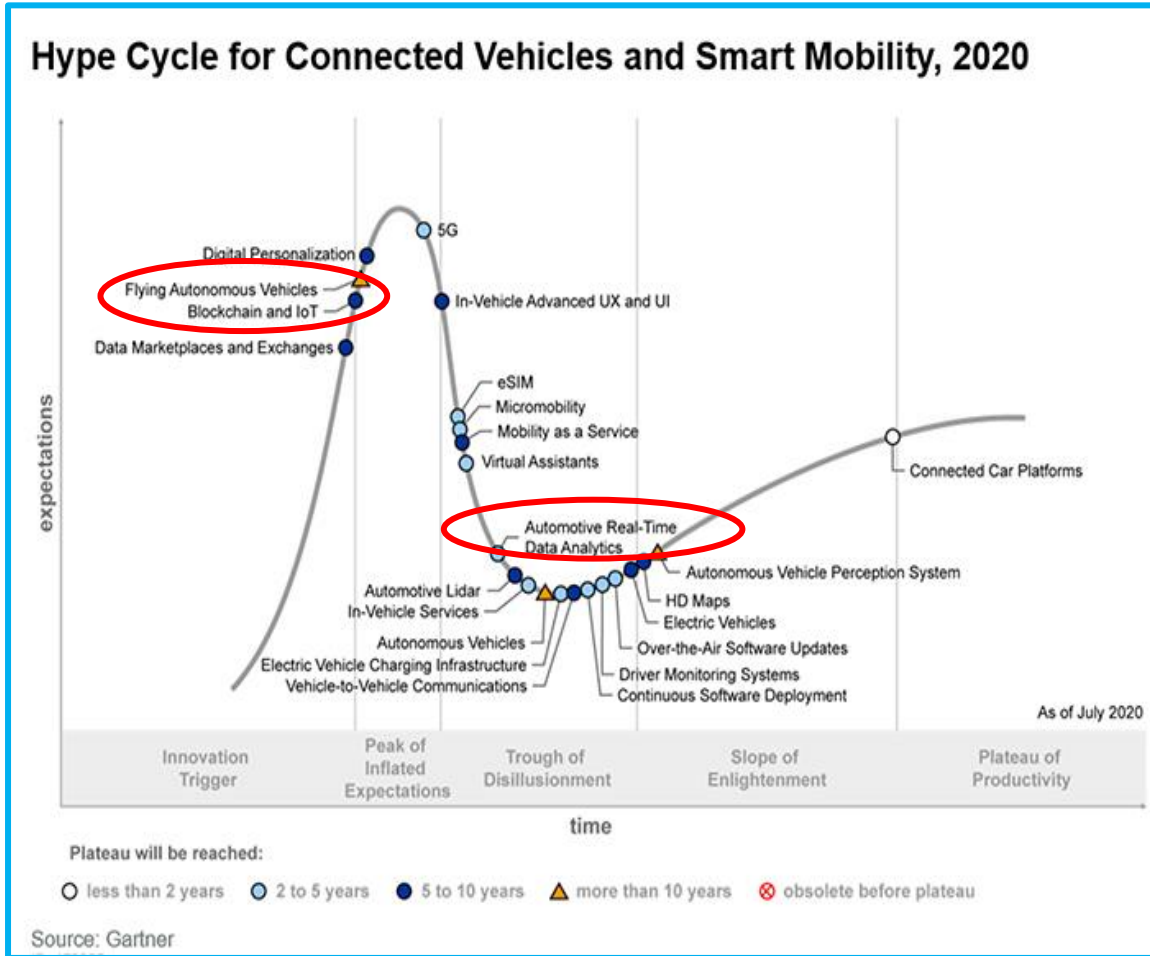
Hype-curve: Smarter with Gartner (1)

Source: Gardner



Hype-curve: Smarter with Gartner (2)

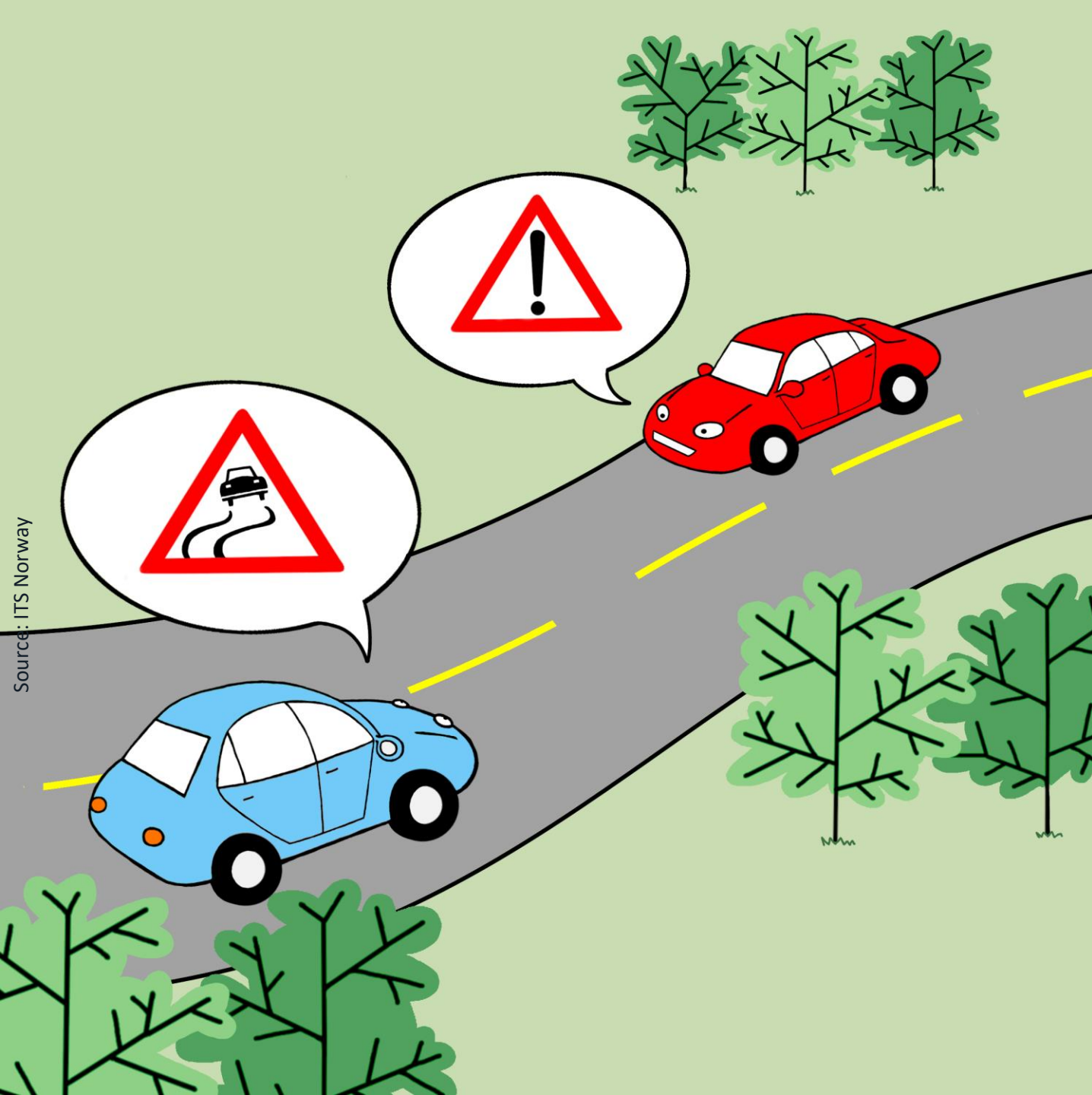
Source: Gardner



All webinars

Sessions/Webinars:

- No 1 of 4, 12. January: Theme: Key enabling technologies – for C-ITS
- No.2 of 4, 17. February: Theme: Executive summary on the C-ITS issues
- No.3 of 4, 17. March: Theme: C-ITS's place in CCAM
- No.4 of 4, 14. April: Theme: Business models for C-ITS

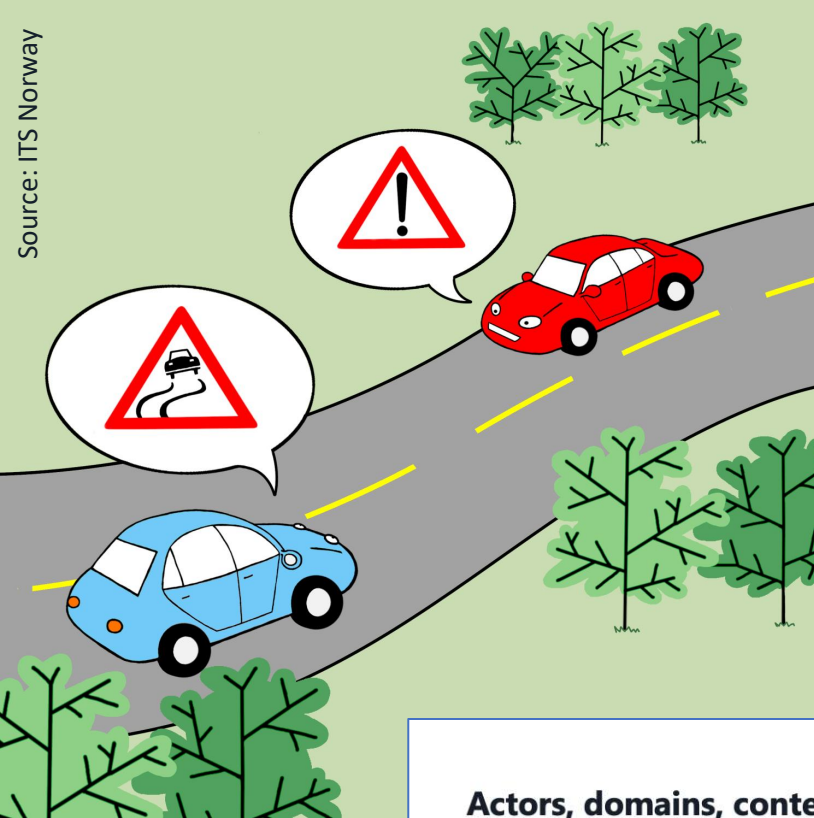


Let's talk!

Enjoy the webinar!

Engage and learn from the best!

Jenny!



Complexity is inherent - but no matter how complex – there are solutions/standards for it!

- C-ITS services
- Access technologies
- Security – cybersecurity
- Data Management
- ITS Stations

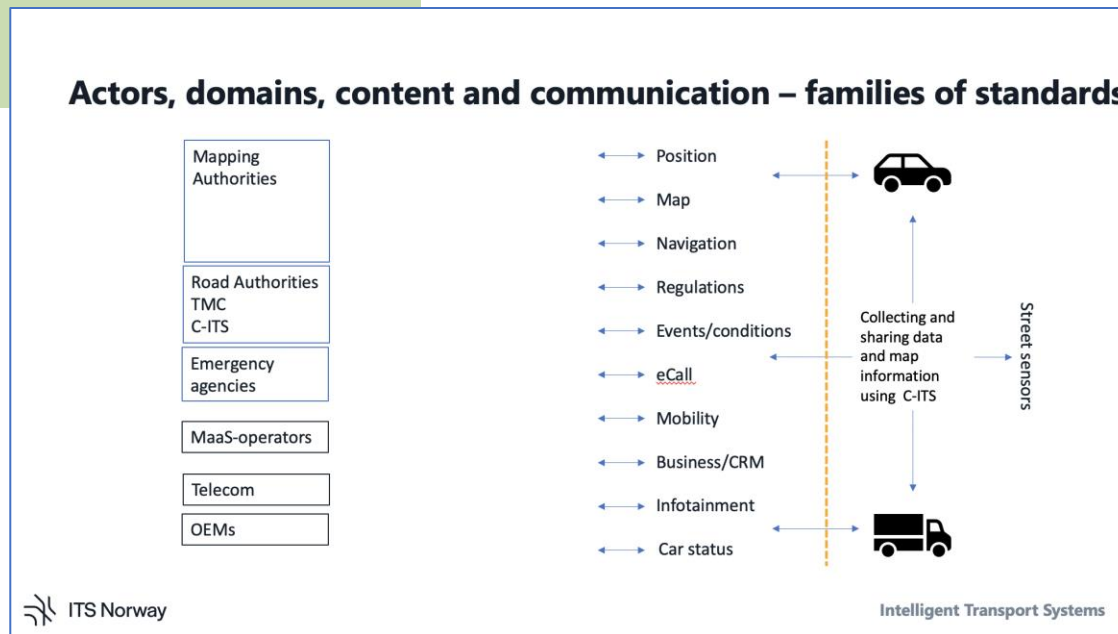
Excellent explanations!

Like:

- Gangolf's – slide 5
- Ola Martin's –slide 7

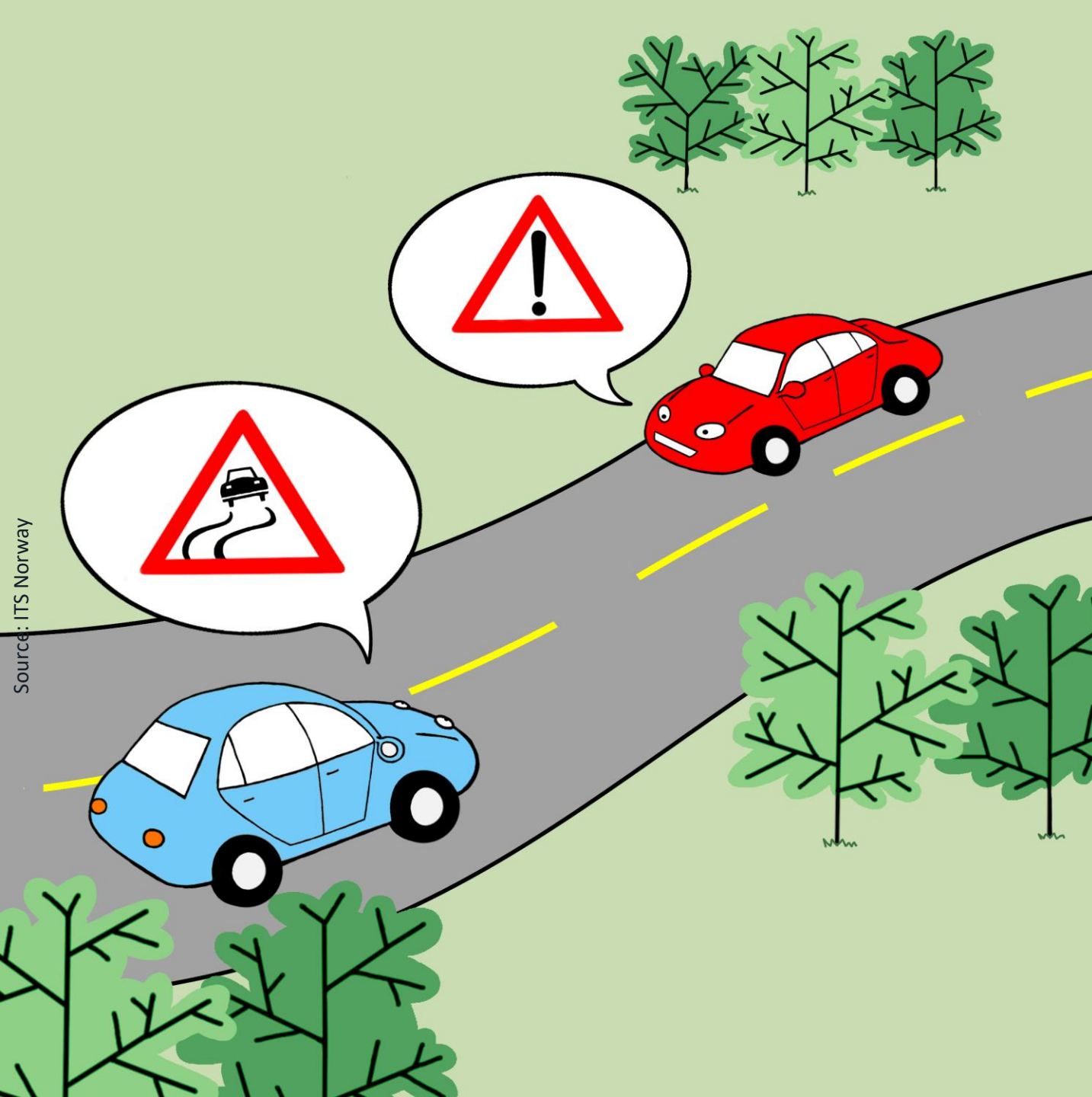
Reassures us that we will prevail!

We're looking forward to the next seminars and invite you all to participate!



Next webinars

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Source: ITS Norway

The end – thanks!

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