

2nd European Workshop



Telematics For Automotive:

'A Pan European Emergency Assistance: eCall'

15 November 2011



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO



ASSOCIAZIONE TECNICA DELL'AUTOMOBILE

**Auditorium CEA – Centro Ricerche Fiat
Orbassano (TO) - Italy**

Foreword

The second edition of the ATA event on Telematics for Automotive will be focused on the Emergency Call. The Telematics traditionally used to satisfy the user needs related to the navigation, infotainment and connectivity will be seen from a different perspective as it is the safety. A pan European eCall will act as an assistant in case of an accident alerting the emergency services providing them some fundamental information (e.g. vehicle position) with the aim to reduce response time and accident consequences.

Skilled and professional speakers coming from the Telematics and e-call chains will address topics related to regulations and standards, infrastructures and services, components and receivers. The automotive experience represented by the car manufacturer will support the discussion analysing the state of the art and future scenario based on the integration into the vehicle of the emergency call head unit.

Organising Committee

Luisa Andreone (Centro Ricerche Fiat)

Maria Paola Bianconi (Centro Ricerche Fiat)

Marisa Giunipero (Associazione Tecnica dell'Automobile)

Rossella Lertora (Fiat Group Automobiles)

Francesco Lilli (Centro Ricerche Fiat)

Alessandro Matarazzo (Associazione Tecnica dell'Automobile)

Giuseppe Righes (Associazione Tecnica dell'Automobile)

Silvia Zangherati (Fiat Group Automobiles)

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PROGRAMME

15 NOVEMBER 2011

- 8:30 – 9.15 **Participants' registration**
- 9.15 – 9.30 **Welcome Addresses**
- 9:30 -10:00 **Key-note Speech**
- Session 1 eCall Status and Development**
Chairman: F. Bruneteau (PTOLEMUS Consulting Group)
- 10:00 – 10:20 **Current status, regulation and future perspective in Europe**
P. Tona – European Commission - DG Information Society and Media
- 10:20 – 10:40 **HeERO: First steps towards eCall deployment**
A. Rooke – ERTICO
- 10:40 – 11:00 **Development in Italy**
M. Marrazza – Governo Italiano
- 11:00 – 11:15 Discussion
- 11:15 – 11.45 **Coffee break**
- Session 2 eCall as an opportunity for Car Makers**
Chairman: F. Lilli (Centro Ricerche Fiat)
- 11:45 – 12:05 **Applications from a Car Maker viewpoint**
- 12:05 – 12:25 **eCall and Infotainment Systems Integration**
D. Kuch - Ford Research and Advanced Engineering Europe
- 12:25 – 12:45 **eCall for the future Infomobility**
C. Peterlini, M. Cavazzini - Fiat Group Automobiles
- 12:45 – 13:00 Discussion
- 13:00 – 14:00 **Lunch**
- Session 3 Scenario of Infrastructures and Services**
Chairman: O. Landolfi - TTS Italia
- 14:00 – 14:20 **Benefits deriving from the eCall deployment to consumers and road users**
F. Mazzone - ACI
- 14:20 – 14:40 **ERA Glonass Status and Perspectives**
Y. Domaratsky - NIS
- 14:40 – 15:00 **The Role of the Telecommunication Network Operator**
M. Annoni - Telecom Italia
- 15:00 – 15:15 Discussion
- 15:15 – 15:45 **Coffee break**
- 15:45 – 17:15 **Panel Session: Automotive suppliers market perspectives**
Chairman: L. De Ambroggi (iSuppli Deutschland)

D. Reimer – NXP; K. Dusterhoff – Denso Sales UK; **Continental**, S. Julliot - Magneti Marelli;
C. Sahlen – ACTIA; R. Calabrò - Qualcomm

General Information

Contact:

Marisa Giunipero

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Strada Torino 32/A – 10043 Orbassano (TO) - Italy
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marisa.giunipero@crf.it

Venue

The Workshop will take place at:

Auditorium CEA of Centro Ricerche Fiat – Via Fausto Coppi 1 – 10043 Orbassano (TO) - Italy

How to reach the venue by car

It is about 1 km from the Motorway Exit: ORBASSANO. At the exit, turn right at the roundabout, keep right at the next roundabout and then turn right at the first traffic light; go straight on for 200 mt and the entrance is on your left.

How to reach the venue by public transport from Turin

BUS number **5**. Please be sure you take bus 5 and not 5/ (with a bar after the number). When you get on please ask the driver for the CENTRO RICERCHE FIAT bus stop.
The Conference venue is about 600 mt from there.

Language & presentations

Papers will be written and presented in English.

It will be possible to download all presentations from the ATA website, after the Conference. The access will be limited to the participants, by using a password that will be provided by email.

Registration & cancellation policy

It is possible to register either on-line or via fax.

Refunds will be given to cancellations received in writing prior to **1 November 2011**.

No refunds will be given after this deadline.

Replacement delegates are welcome at any time.

Payment

We accept payment:

- on-line
- by bank transfer
- by credit card at the reception desk.

Hotel information and reservation

Accommodation is **not included** in the conference registration fee.

At **J Hotel** *** - Via Frejus 2, 10043 Orbassano

Phone +39.011.9002796 - Email: info@jhotel.it

that is situated about 2 km from the Workshop venue, you can get a reduced-rate room by identifying yourself as a participant in this ATA Workshop at Centro Ricerche Fiat.

Double Room single use: **58,00 €** (including breakfast, free wi-fi connection and inside-car parking area).

If you prefer an accommodation in Turin Centre, do not hesitate to contact ATA for further information.

Registration form

Telematics for Automotive Workshop – 15 November 2011 Auditorium CEA, CRF (Orbassano) - Italy

Please complete and return this form to:

Fax: +39.011.9080400 or e-mail: marisa.giunipero@crf.it

Surname.....Name.....
Title and position.....
Company.....Dept.....
Address.....
Post Code.....City.....Country.....
Phone.....Mobile.....
Fax.....
E-mail

Registration fees (On-line proceedings, coffee, lunch and 21% VAT are included)

- | | |
|--|----------|
| <input type="checkbox"/> Speaker | € 181,50 |
| <input type="checkbox"/> ATA member | € 302,50 |
| <input type="checkbox"/> Delegate (ATA non member) | € 363,00 |

Payment

- Bank transfer to A.T.A. - S.r.L. - Banca Popolare di Novara, Filiale Beinasco TO (Italy)
IBAN: IT82G0560830090000000020407 – SWIFT CODE: NVRBIT-2N (payment must be received before start of Workshop)
- Credit card / POS Bancomat at the congress reception desk.

*Full refunds will be given to cancellations received in writing prior to **1 November 2011**.
No refunds will be given after this deadline.*

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Date.....Signature.....