



# Celtic-Plus

## Online Idea Pitch Session



25th June 2018,  
Pitch of the Project Proposal

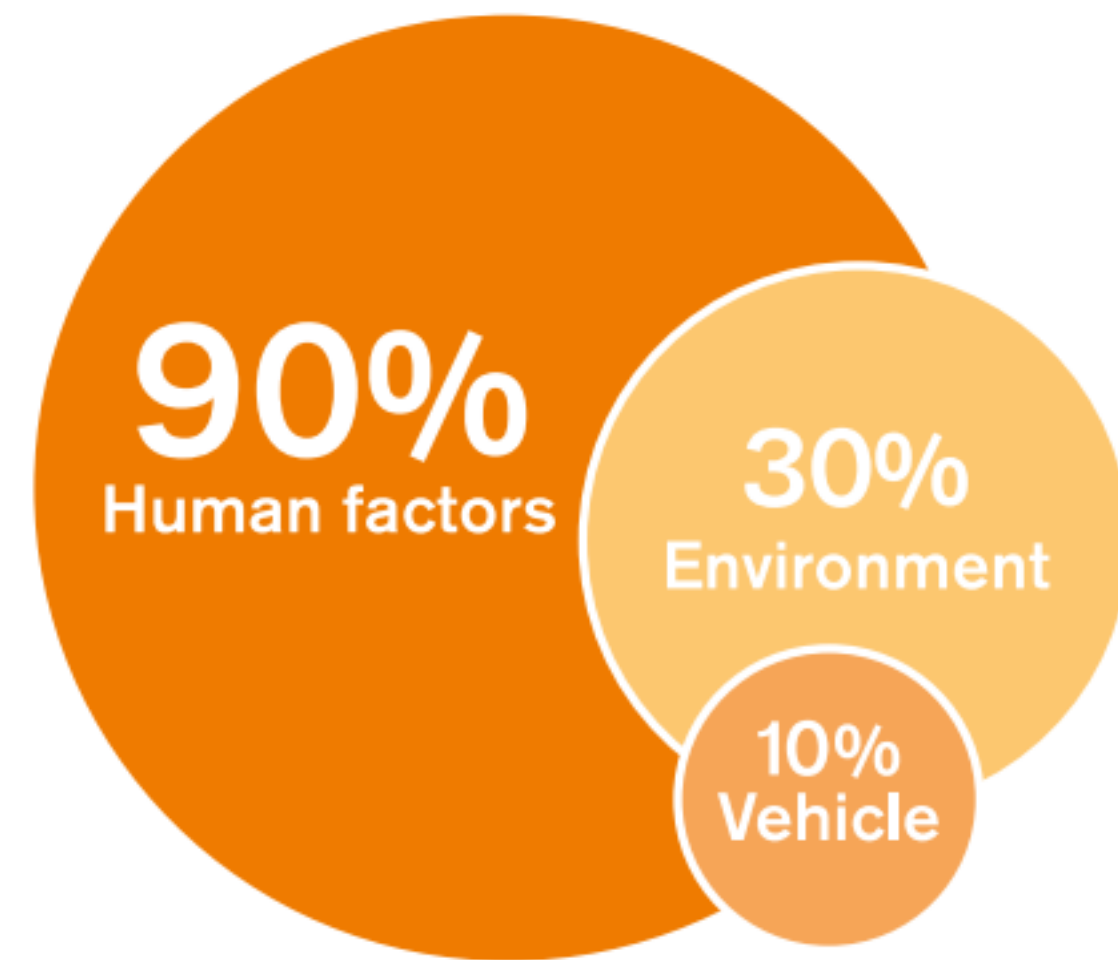
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**ACZIDENT** ITS

**Autonomous Cars “Zero Accident”**



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# Teaser



**ACCIDENT CAUSING  
FACTOR**

➤ *Mobile phone data can be monitored to ease pedestrians, cyclists and drivers movement habits as part of a major project to achieve ZERO ACCIDENTS in European Roads.*

➤ *Bad driving behaviors begin to develop into stereotypes, especially when these behaviors seem to occur in the same spots around the country year in and year out.*

➤ *ACZIDENT will use drivers' and pedestrians phone signals to track their movements and reactions habits in an effort to ease incidents between Driverless vehicles, pedestrians and human drivers.*

# Organisation Profile



*ACCURO Information Technology is a company belonging to the ALTIM® group. ALTIM® has more than 25 years developing Software and Middleware for Spanish enterprises.*

# SUMMARY



*Driving through dynamically changing traffic scenarios is a highly challenging task for autonomous vehicles, especially on urban roadways. Prediction of surrounding pedestrians movements, cyclist and vehicles' driving behaviors plays a crucial role in autonomous vehicles. "ACZIDENT" proposes a novel approach to solve these problems through a novel ontology model taking into consideration human habits and stereotype.*

➤ ***The new system will collect signals from pedestrians, cyclist, drivers via GSM and will create "anonymous behavior profiles" and process "anonymous signatures" and share "human stereotype" with driverless Vehicles to predict unexpected human reactions.***

# OUTPUT



*1. Formalizing interaction with pedestrians, cyclists and drivers as a predictive and dynamical system.*

*2. We introduce a signature with human stereotype, to enable efficient optimization of interaction between human and machine TOWARDS ZERO ACCIDENT SCENARIO*

***Project will last 3 years and have an approximate budget of 15 Million***

# Partners & Expertise



- 3 MOBILE OPERATORS
- 5 CITIES
- 2 RESEARCH CENTERS
- 10 SME
- 5 MIDCAPS
- 3 LARGE ENTERPRISES



***WE WELCOME COMPANIES WITH EXPERTISE IN DATA COLLECTION, DATA PRIVACY, GDPR, DATA ANALYTICS, GEOTRACKING, MOBILE PHONE OPERATORS...***

# Contact Info



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**Presentation available via:**

[www.tiny.cc/projectidea](http://www.tiny.cc/projectidea)



# Join the follow-up Telco



## 26th of June 16 CET

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