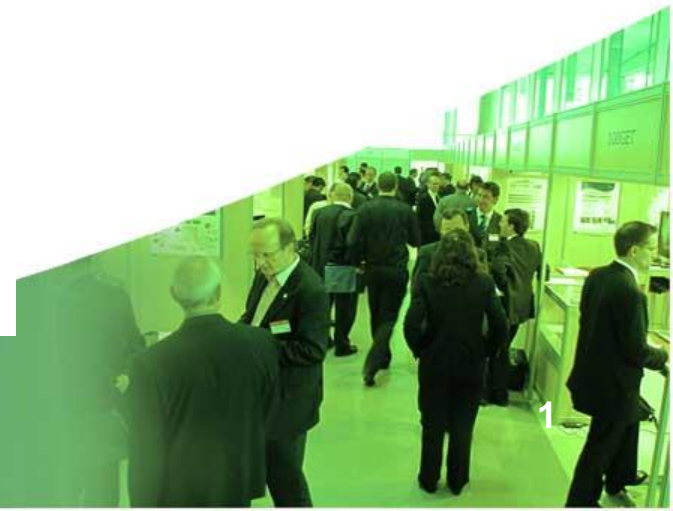Celtic-Plus Event
Project Ideas and Networking
19st May 2017, Barcelona

IMPACT

InfotainMent Platform for Autonomous Cars and Travellers

Mike Matton, VRT
Mike.matton @vrt.be

Context

- Car manufacturers gradually increase the level of automated driving
  - New in-car services become feasible
  - Driver can shift his attention away from driving
  - Opportunities for other activities, such as
    - Work
    - Communication
    - Media and entertainment

Challenges

Can we build a model to safely enable autonomous features?
What ITS-data is required from the infrastructure?
What sensordata does the car provide?
What's the impact on legislation of autonomous vehicles?

What is the impact on the driving and infotainment experience?
How do we interact and monitor the driver safely?
What type of media formats can be offered to the driver?
And in which circumstances?
What are the in-car service and revenue models?

How to provide I2V-ITS-data & infotainment streaming using cellular networks?
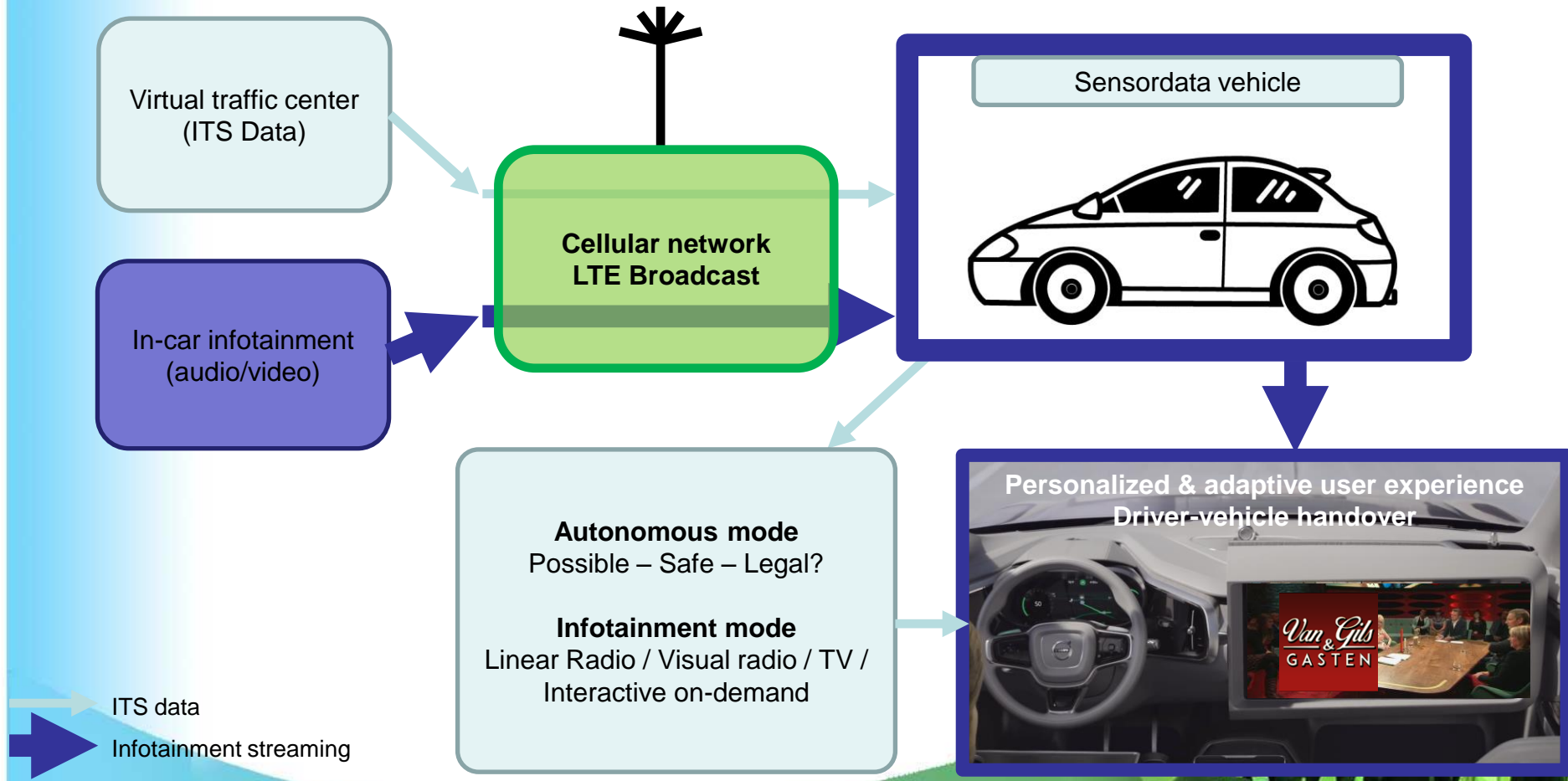How can cellular technology be used to provide mission-critical safety information?
At the same time providing a high bandwidth, low latency content experience?
For real-time and on-demand streaming in high-mobility conditions?

eltic-Plus+
Smart Connected World

EUREKA

Virtual traffic center
(ITS Data)

In-car infotainment
(audio/video)

**Cellular network
LTE Broadcast**

Sensordata vehicle

**Personalized & adaptive user experience
Driver-vehicle handover**

Van Gils
GASTEN

Autonomous mode
Possible – Safe – Legal?

Infotainment mode
Linear Radio / Visual radio / TV /
Interactive on-demand

ITS data

Infotainment streaming

Consortium

- Local consortium in Belgium
  - VRT / ixor
  - Telecom operator
  - Automotive industry manufacturer
  - Software vendors & infrastructure
  - Research partners
- Interest from several European parters during previous proposers day (Berlin, Feb 2017)
- Looking for:
  - Building European-wide consortium
  - R&D on automotive and telecom
  - R&D on media experiences
  - (Celtic+) project coordinator

Organisation Profile

- VRT: public broadcaster in Flanders
  - 2300 employees
  - 3 TV Channels
    - Eén, Ketnet, Canvas
  - 5 radio channels
    - Radio 1, Radio 2, Klara, Studio Brussel, MNM
  - 2 on-line portals (news, sports)
    - deredactie.be, sporza.be
  - Several on-line a/vplatforms
  - In-house r&d: VRT Innovation lab

VRT Innovation lab

- Carries out medium & long term (>1 year) research & innovation projects
  - Complemented with shorter running proof of concepts
  - Strong (inter)national collaboration in projects
- Research & innovation domains:
  - Automation of production and distribution workflows
  - Content personalization
  - Immersive and interactive content
- Multidisciplinary team
- Living lab context

Contact Info

For more information and for interest to participate please contact:

Mike Matton
mike.matton@vrt.be
+32 2 741 52 31
Auguste Reyerslaan 52
1043 Brussels, BE

Further contacts:
- Peter Defreyne (ixor): peter.defreyne@ixor.be
- Luk Overmeire (vrt): luk.overmeire@vrt.be