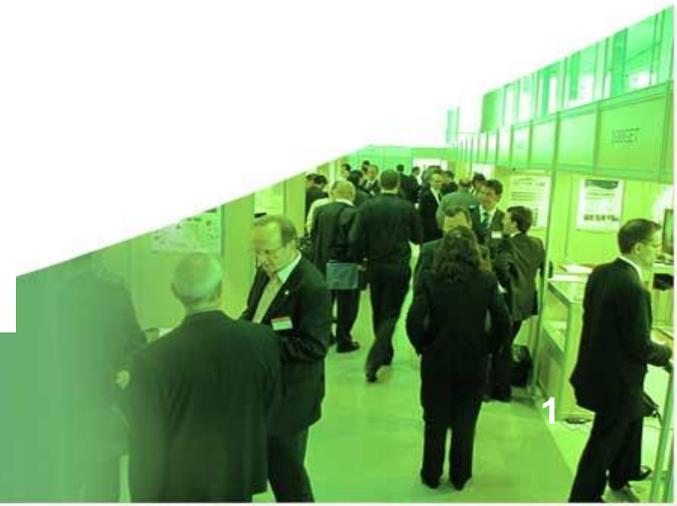Celtic-Plus Proposers Day
21st February 2017, Berlin

IMPACT

InfotainMent Platform for Autonomous Cars and Travellers

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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 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?
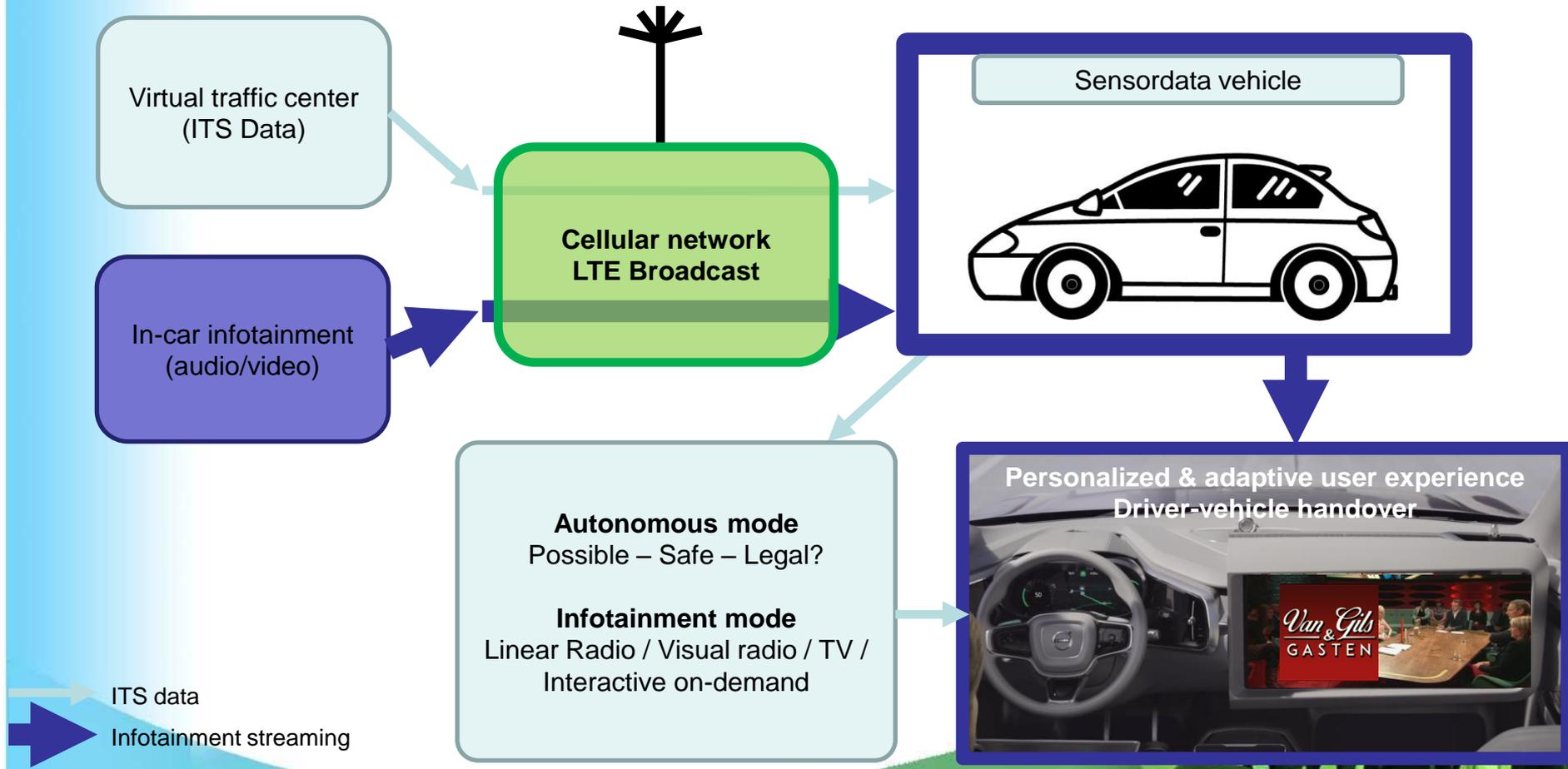At the same time providing a high bandwidth, low latency content experience?
For real-time and on-demand streaming?

Celtic-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**

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
- 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
  - In-house research lab: VRT Onderzoek & Innovatie (Research & Innovation)

- VRT Research & Innovation
  - Works exclusively for VRT
  - Carries out long term (>1 year) research & innovation projects
  - Complemented with shorter running proof of concepts
  - Research domains: creation, management, distribution and consumption of media content
  - Multidisciplinary team
  - Engineers, software developers, prototyping and interaction design, user research, …
  - Strong (inter)national collaboration in projects
  - Active dissemination of research results
  - http://innovation.vrt.be

Contact Info

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