

Deployment enablers and challenges & Final Recommendations

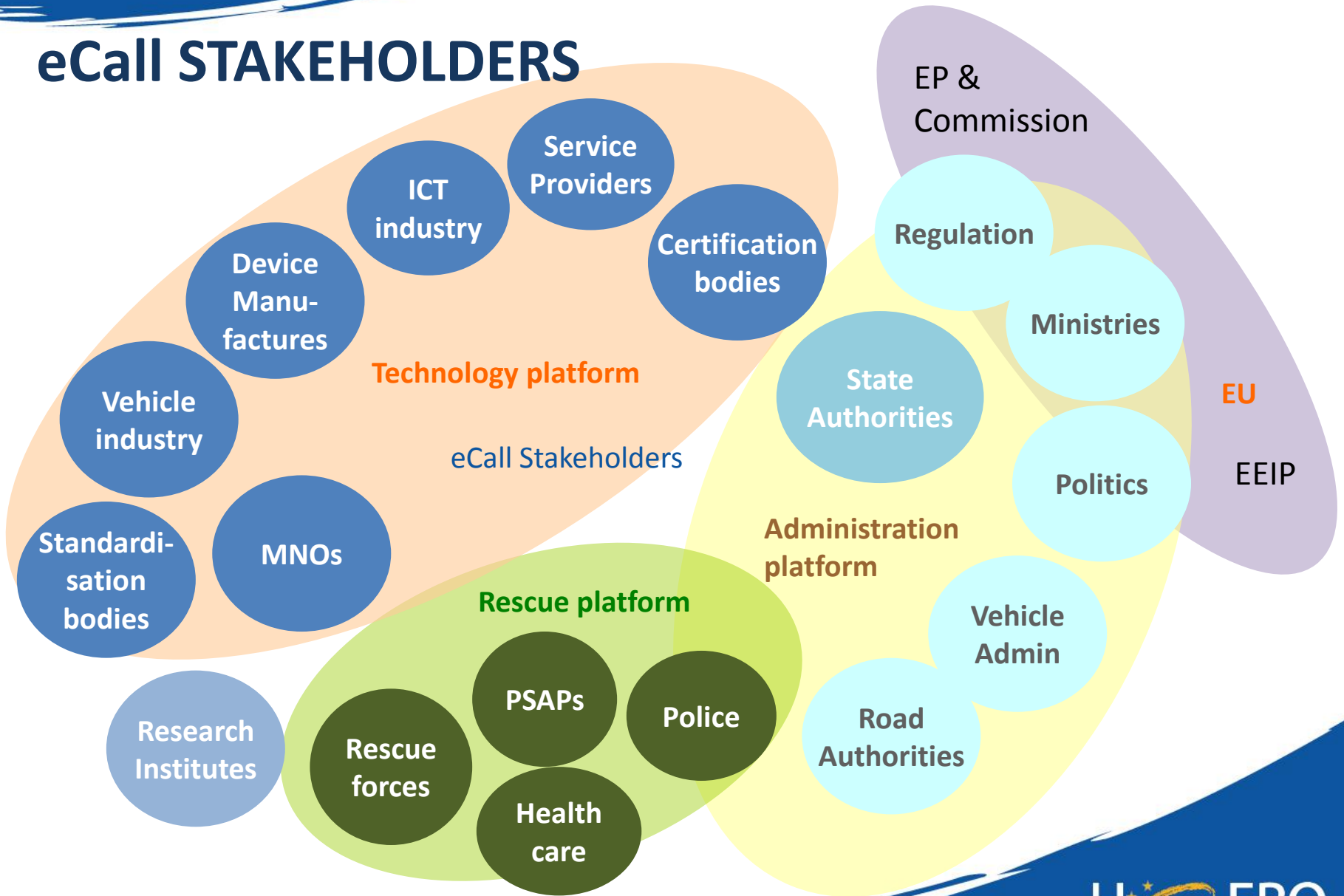
HeERO International conference
HeERO Final EVENT
21th November 2013
Bucharest



Content

- eCall Stakeholders
- Enablers and Challenges
- Recommendations

eCall STAKEHOLDERS



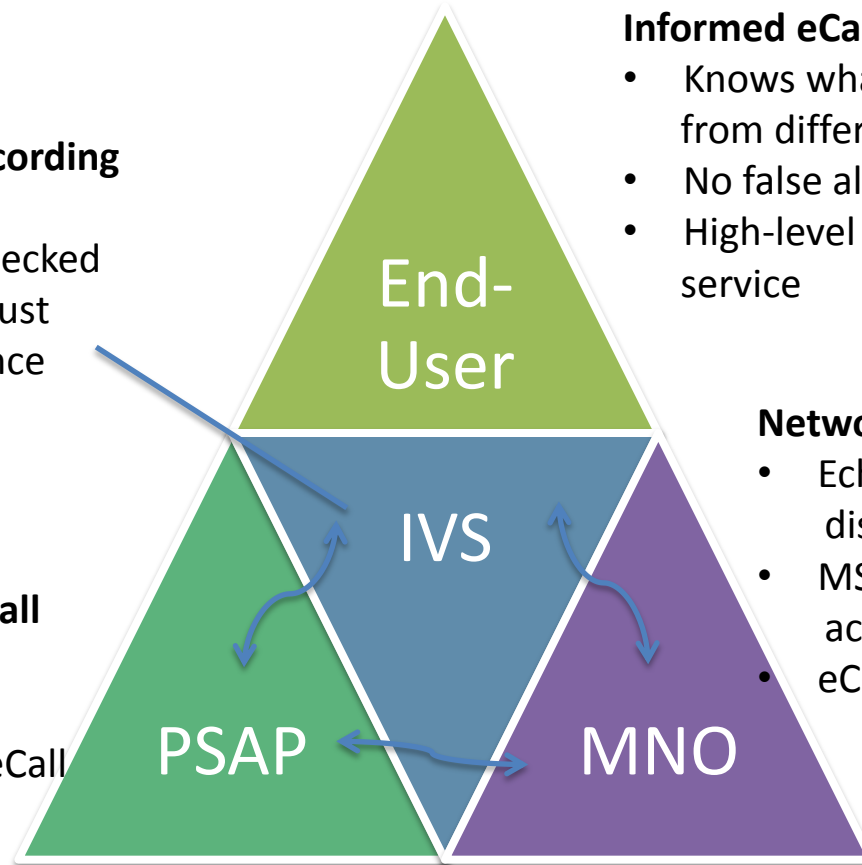
eCall building blocks

Works properly according standards

- Certified and checked
- Enduring & Robust
- Long maintenance cycle

System updated for eCall

- Receiving correctly
- Operators trained
- Processes back up eCall



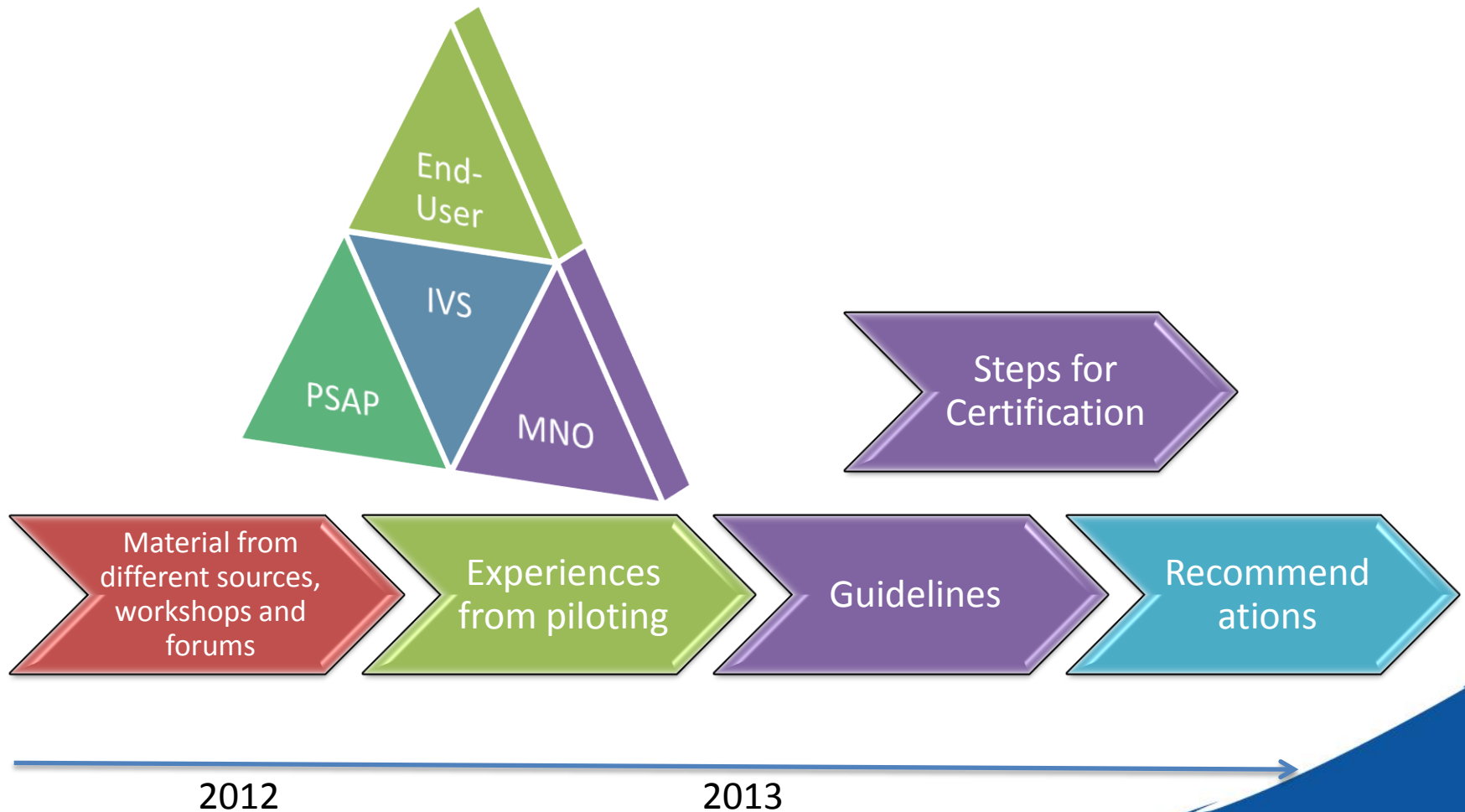
Informed eCall users

- Knows what he/she gets from different options
- No false alarms
- High-level and guaranteed service

Network Coverage adequate

- Echo & voice handling does not disturb eCall
- MSD & eCalls with priority speed, accuracy and quality
- eCall flag

Guidelines and recommendations



General Framework for eCall analysis

- **Policy Layer,**
- **Business Layer (Administrative Layer),**
- **Operative Layer**
- **Technical/Technological Layer**
- **User Layer**

Policy situation* (1/2)

- **IVS**

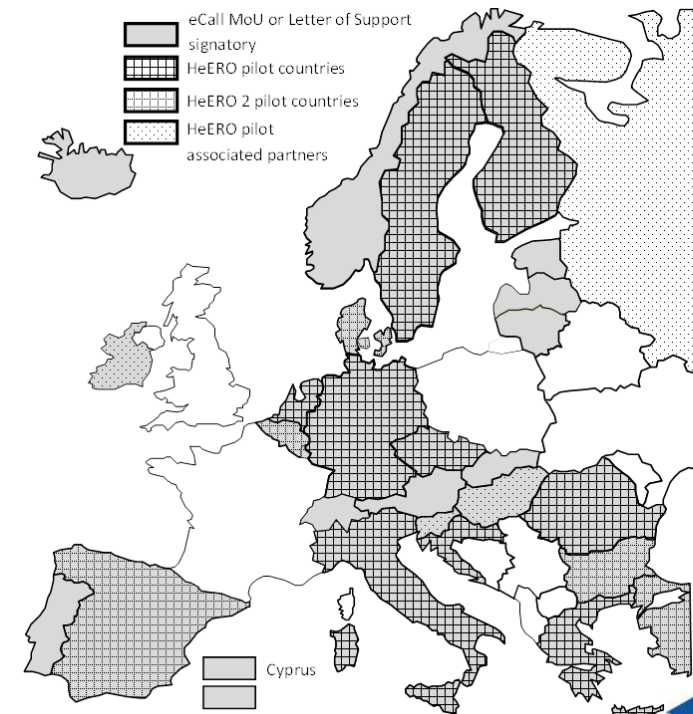
(13/06/2013) Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL concerning type-approval requirements for the deployment of the eCall in-vehicle system and amending Directive 2007/46/EC

- **MNO**

There is **no European regulation** on the implementation of eCall Discriminator (eCall Flag). Commission Recommendation C (2011) 6269 adopted on 08/09/2011

- **PSAP**

Proposal for a DECISION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the deployment of the interoperable EU-wide eCall (13/06/2013)



Member State involvement in eCall

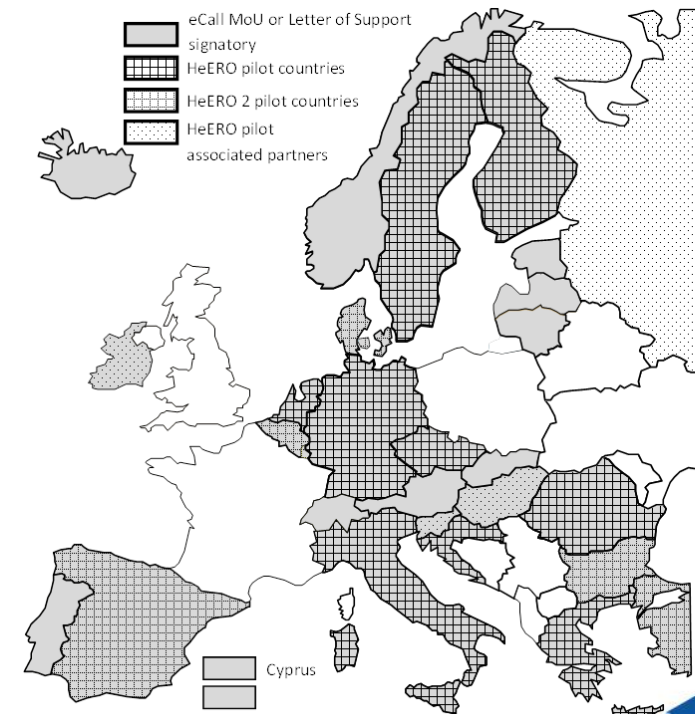
Policy situation* (2/2)

- **Memorandum of Understanding (MoU)**

Signed by **22 Member States** (and two Member States who signed a formal Letter of Support), **five Associated Countries** and **more than 100 public and private organisations**.

- **European eCall Implementation Platform (EeIP)**

Active Task Forces



Member State involvement in eCall

Policy layer

Challenges

- Division of responsibilities among public authorities
- Implementation of eCall flag is required but not mandated by any European level regulation
- Clear actions to support eCall are required at national level to enable the start of implementation (MNO, PSAP)

Enablers/solutions

- Enhanced inter-agency cooperation within pilot sites (member states)
- Establishment of national eCall implementation platforms and develop an implementation roadmap
- Give a clear regulatory framework for the stakeholders (MNO, PSAP, TPS, etc.)
- Involve national telecommunication regulators in the deployment process

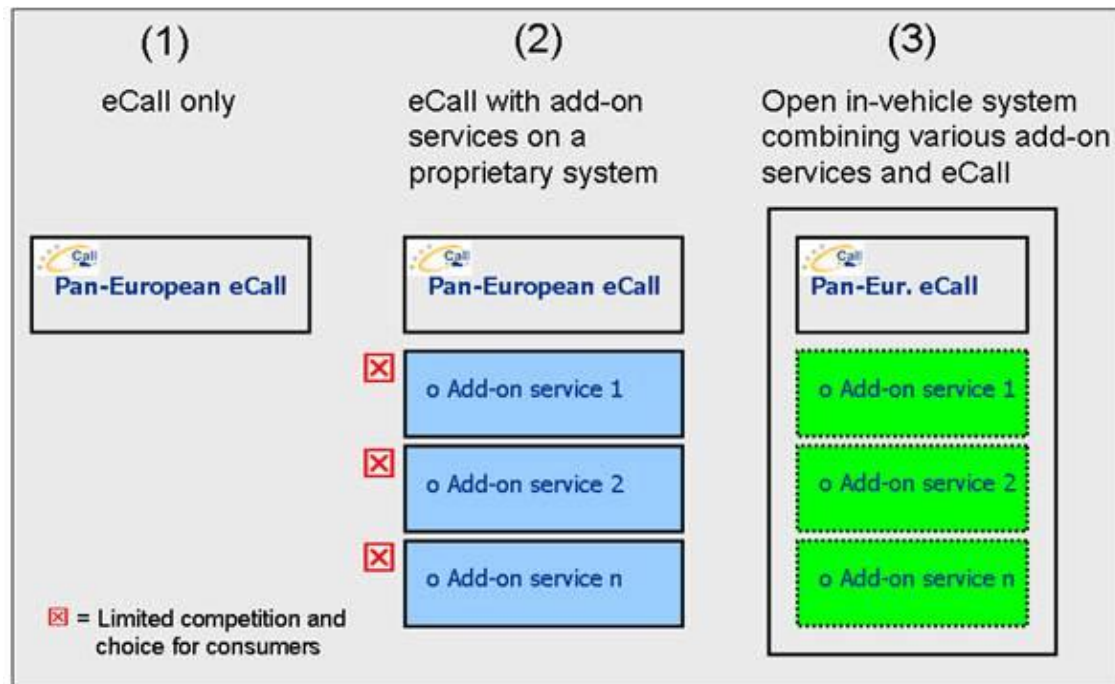
Business layer

Challenges

- Administrative complexity
- Cost of implementation
- **no business case for stand-alone eCall**, except for the national economies

Solutions

- eCall deployment in vehicles is mandatory
- Value-added services



Technical/Technological Layer

Challenges

- Weaknesses in IVS prototype implementation
- Reliability of MSD transmission in some mobile and fixed-line networks
- Long lifecycles of vehicles and gradual introduction with new vehicle models
- Long-term changes in mobile networks and emergency teleservices
- Extension of the scope of testing; limitations of the HeERO pilot sites

Enablers/Solutions

- HeERO standardization task force: new suggestions to enhance eCall standards
- eCall IVS certification needed
- eCall testing should continue in national level during eCall deployment
- Facilitate deployment with aftermarket devices
- ETSI (ETSI Specialist Task Force 456, “Migration of eCall transport”)

Operative layer

Challenges

- Fear of overloading the PSAP with non-emergency calls

Enablers/solutions

- Educate the car users – highlight the role of eCall as an emergency service
- PSAP operator training and development of guidelines for handling silent calls
- Establish a link to incident management (TMC) to validate the calls

User layer

Challenges

- Lack of user awareness
 - Pan European eCall vs. private eCall/bCall services
 - Operation of eCall? How eCall should be used?
- Privacy issues

Enablers/solutions

- Activities at member state level:
 - eCall dissemination activities across the MS Pilot Sites
 - Education of citizens on how to use eCall (like in case of 112)
- Demonstrations and presentations held during HeERO including the first real crash test with eCall system
- EeIP Task Force (CAMP) eCall awareness and education campaign

Recommendations (European level)

- Develop and improve further the eCall standards
- Establish certification scheme for IVS
- Formulate Periodic Test Inspection of IVS
- Provide a platform for cooperation btw MS and EU stakeholders
- Support deployment with aftermarket IVS
- Support national user awareness campaigns on eCall
- Monitor the deployment of eCall as a part of the European ITS Directive

Recommendations (Member States)

- Implement eCall reception capabilities in PSAPs
- Ensure implementation of eCall discriminator by MNOs
- Perform end-to-end tests before full-scale roll-out of eCall
- Establish national eCall implementation platforms and develop a roadmap
- Provide guidelines and regulation for PTI of IVS
- Increase user awareness and educate car users on correct use of eCall

Summary

- HeERO Piloting activities:
 - established basis for pan-European eCall deployment
 - results are used for improvement both in European standards and in the implementation by the suppliers
- Most deployment activities take place at the member state level supported by actions at European level
 - sufficient end-to-end tests before the roll-out of the service
- Supporting actions :
 - further development of standards,
 - provision of recommendations
 - monitoring of deployment should continue at European level after HeERO

Thank you for attention
Questions ?