

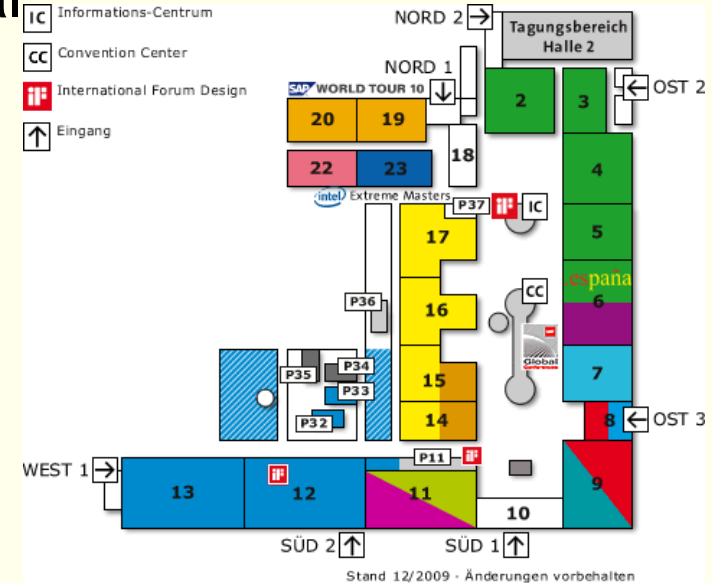


## CeBIT Summary Picture Presentation

### Several Activities on eCall Dissemination

# CeBIT 2011 – Facts

- CeBIT is the digital industry's biggest, most international event
- More than 4,200 companies from over 70 countries participated
- 339,000 visitors attended the event
- Over 500 CIOs of major international companies were at CeBIT 2011, representing a total annual purchasing volume of over 50 billion euros



**Thursday, 03 March 2011**

10.15 – 11.45 am, Hall 7, Forum „CeBIT in Motion“

Language: English

## “HeERO - Harmonised eCall European Pilot” The Pan-European eCall Demonstration Project

*Welcome address:*

*Sts. Dr. Oliver **Liersch***

Ministry of Economics, Labour and Transport , Niedersachsen

Presentations:

- *Mr. Emilio **Davila-Gonzalez*** European Commission, DG INFSO – ICT for Transport, Brussels
  - *Mrs. Monica **Schettino*** Senior Project Manager, Leader of the HeERO Project, ERTICO Brussels
  - *Mr. Frank **Brennecke*** Key Account Manager, OECON Product & Services GmbH,  
Baunschweig  
- Live Demo pan-European eCall –
  - *Mr. Martin **Pichl*** Head of Unit Satellite Systems and Integrated applications; Czech Republic, Ministry of Transport
  - *Mr. Bernfried **Coldewey*** ADAC Deutschland, Project Manager HeERO
- Moderation:
- *Mr. Harry **Evers*** Managing Director, ITS Niedersachsen Leader German HeERO Team

# Impressions of the panel discussion



# CeBIT 2011 (1.-5.3.2011)

**Thursday, 03 March 2011**

02.00 – 4.00 pm, Convention Center, room 104

Language: English

**“European eCall Implementation and Demonstration Workshop”**

## Contributors:

- **Mr. Emilio Davila-Gonzalez**  
European Commission, DG INFSO - ICT for Transport, Brussels
- **Mr. Martin Grzebellus**  
Managing Director, NavCert GmbH, Braunschweig
- **Dr. Dirk Reimer**  
Director Telematics, NXP Semiconductors Germany GmbH, Hamburg
- **Mr. Arnaud de Meulemeester**  
Managing Director ATX International, Inc., Düsseldorf

## Moderation:

- **Mr. Harry Evers** Managing Director, ITS Niedersachsen / GAUSS, Braunschweig



# Impressions of the workshop



# CeBIT Stands

## ERTICO

- HeERO and iCar stand at the Destination ITS

## Björn Steiger Stiftung

- Screens with eCall center applications at the Destination ITS

## ITS Niedersachsen

- eCall show case at the ITS Niedersachsen Stand

## NXP Semiconductors Germany GmbH

- eCall demonstrator at the ITS Niedersachsen Stand

## Deutsche Zentrum für Luft- und Raumfahrt (DLR)

- Driving Simulator with eCall application at the Destination ITS

# CeBIT Stands

HeERO booth (right) and Björn Steiger Stiftung booth (left)



**HeERO - Harmonised eCall European Pilot**

The nine European countries forming the HeERO consortium will carry out the start-up of an interoperable and harmonised 112 based eCall related service chain parts to enable eCall.

The eCall system will help achieving the EU's objective to decrease the number of serious road injuries and fatalities to 50%.

**HeERO**  
112  
Harmonised eCall European Pilot

**Vision**

- Prepare, carry out and coordinate 112 eCall pre-deployment goals at European level taking into account the approved standard.
- Prepare for the deployment of the necessary infrastructure in Europe with the aim of making the Pan-European interoperable in-vehicle emergency call service eCall a reality.

**Objectives**

- Define operational and functional requirements needed to support all eCall related service chain parts to enable eCall.
- Implement available Pan-European eCall related European standards.
- Implement needed technical and operational infrastructure options.
- Identify possible use of eCall system for public and/or private value added service.
- Produce the training materials for the eCall operators.
- Assess qualification procedures related to the eCall services deployment.
- Provide recommendations for future eCall pre-deployment and deployment activities in Europe.
- Provide pilot results and best practices to all EU Member and Associated States.
- harmonise interoperability and continuity of harmonised EU-wide eCall service.



## ITS Niedersachsen

- eCall center screen (with the Minister of Economics, Labour and Transport, Lower-Saxony, in the front)



# CeBIT Stands

## NXP Semiconductors Germany GmbH

- BMW with eCall application



# CeBIT Stands

## Deutsche Zentrum für Luft- und Raumfahrt (DLR)

- Driving Simulator with eCall application

