

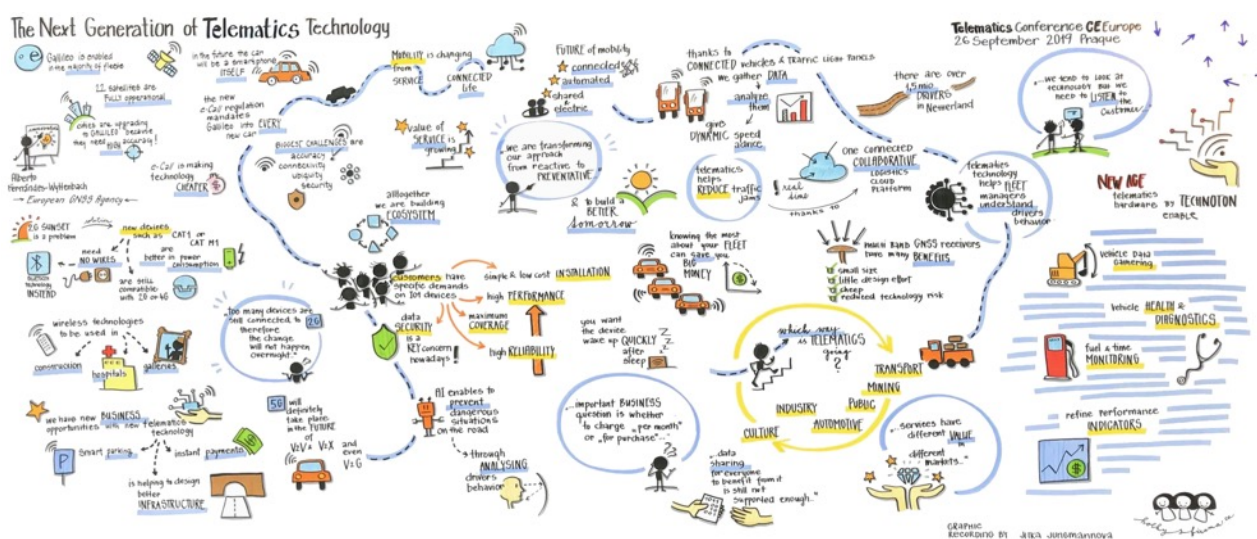
THE NEXT GENERATION OF TELEMATICS TECHNOLOGY

On 26 September 2019, 150+ delegates took part in the 9th edition of Telematics Conference in Europe. The event was held in Prague Congress Centre, Czechia and brought together key stakeholders and decision makers from 28 countries from all around the world.



150+ delegates at 9th Telematics Conference in Prague. (Photo: Ergo Institute)

This year's general topic was dedicated to *The Next Generation of Telematics Technology*, where 20+ speakers and panelists highlighted the current technology developments and emphasized future trends. The topics were covered by globally and regionally recognized speakers from Altair Semiconductor, Be-Mobile, Cango Technologies, DriveQuant, European GNSS Agency (GSA), Escort, Eyesight Technologies, Maxflow Consulting, Micronet, NIC-place, SafeFleet Telematics, SDT, Sony Semiconductor Solutions, TechnoKom, Technoton Baltic, Teltonika, TomTom Telematics and Vodafone Automotive. The conference was accompanied by 23 exhibition booths.



Graphic recording of Telematics Conference in Prague. (Photo: Ergo Institute)

The keynote speaker was Alberto Fernández Wyttenbach, a Market Segment Leader for ITS and Automotive from European GNSS Agency (GSA) based in Prague. In his presentation he discussed market opportunities and challenges in navigation technologies. As he mentioned, Galileo is enabled in the majority of fleet and consumer platforms. He presented how some cities are already upgrading to Galileo in the telematics units of urban vehicles. Mr. Fernandez Wyttenbach explained that Galileo is a civilian constellation and is improving positioning performance worldwide free of charge. With multiple GNSS and frequencies Galileo presented world's first dual-frequency GNSS smartphone in 2018. However, the question remains as to whether smartphones represent a risk for telematics market. Later on, he presented an example of testbed on telematics for passenger cars in Asia based on real-time traffic management and congestion monitoring. He emphasized how to address emerging applications in road transport in Europe, as some automotive safety functions will become mandatory as of 2022. At the end, he explained how GNSS/navigation technologies are ready for automation and presented main challenges related to the navigation technology.



Fernández Wyttenbach, Market Segment Leader for ITS and Automotive, European GNSS Agency (Photo: Ergo Institute)



Aleksandr Krupovic, Chief of GPS Operational Marketing, Teltonika (Photo: Ergo Institute)

The next speaker was Aleksandr Krupovic, a Chief of GPS Operational Marketing at the Lithuanian company Teltonika. He talked about the future of IoT solutions that are available today. In his presentation, Mr. Krupovic set out three future trends. The first one is a 2G sunset, the second one relates to high mounting prices, and the third one anticipates that wires will not be needed anymore. He presented many used cases which showed that the ever-changing telematics industry is ready for these technological challenges, with many solutions already existing on the market today.



The conference was accompanied by 23 exhibition booths. (Photo: Ergo Institute)

The program continued with the first panel discussion titled *The Future of Telematics Technology*. At this panel, guests discussed the future of telematics technology and the latest technology trends, with special focus on connectivity, navigation systems, cellular IoT, and changes from V2V to V2X. They discussed about the implementation of the new technologies and what to be aware of when using the new technologies. The panel was moderated by Aurimas Brazionis, Chief of Sales for SEE Group at Teltonika. His panelists were: Oliver Albu, International Business Manager at SafeFleet Telematics, Paolo Giuseppetti, Head of Innovation & Telematics Service Platform at Vodafone Automotive, Alberto Fernández Wytenbach, Market Segment Leader for ITS and Automotive at European GNSS Agency (GSA) and Philippe Moulin, CEO at DriveQuant.



From left: Oliver Albu, International Business Manager at SafeFleet Telematics, Paolo Giuseppetti, Head of Innovation & Telematics Service Platform at Vodafone Automotive, Alberto Fernández Wytenbach, Market Segment Leader for ITS and Automotive at European GNSS Agency (GSA), Philippe Moulin, CEO at DriveQuant and Aurimas Brazionis, Chief of Sales for SEE Group at Teltonika. (Photo: Ergo Institute)

After the first coffee break in the exhibition area, where participants had a chance to network, Paolo Giuseppetti, Head of Innovation & Telematics Service Platform at Vodafone Automotive, discussed about advanced technologies and innovative services for the future of mobility. As he explained, mobility is transforming from mobility as a service to connected life. The future of mobility is connected, automated, shared and electric and will change the way we live and work. Mr. Giuseppetti explained that we are already 5G ready and that its implementation is only a matter of capabilities. He also presented Vodafone's Connected Car Evolution with many opportunities for the future, from V2I and V2V communications, to convergence into IoT, as the convergence is the future of mobility, he added.



Paolo Giuseppetti, Head of Innovation & Telematics Service Platform, Vodafone Automotive (Photo: Ergo Institute)



Steve Beck, GM, Sony Semiconductor Solutions, and Ron Dagan, Director of Business Management, Europe, Altair Semiconductor (Photo: Ergo Institute)

The next speakers were Steve Beck, General Manager at Sony Semiconductor Solutions, and Ron Dagan, Director of Business Management, Europe at Altair Semiconductor. They were discussing about low-power cellular IoT device solutions and that market needs a simple installation with low-cost battery-operated device with low power consumption. They discussed the real challenges in today's world, for example tracking a position in places with weak or temporary lost GNSS signal. Mr. Beck and Mr. Dagan also stressed the importance of data and communication security. "Security is a key concern for IoT implementation," they concluded and agreed that it is of crucial importance to select components from reliable supplier with the highest quality standards.



From left: Søren Danielsen, Business Development Manager at NIC-place, Kevin Scott, Head of Strategic Initiatives at TomTom Telematics and Israel Ronn, VP Aftermarket Business at Eyesight Technologies. (Photo: Ergo Institute)

The second panel discussion titled *Artificial Intelligence, Data Analysis and the Future of Fleet Management Systems*, was moderated by Israel Ronn, VP Aftermarket Business at Eyesight Technologies. Søren Danielsen, Business Development Manager at NIC-place, and Kevin Scott, Head of Strategic Initiatives at TomTom Telematics, joined the discussion as panel guests. This panel discussion explored the recent developments in the telematics industry and its influence on the future of the fleet management market.

After the networking lunch in the exhibition area, Gerd Ness, Business Unit Director Tolling & Logistics at Be-Mobile, held a presentation about a flexible logistics solution for harbors and production plants, so called FLUX–Truckmeister. It's a Be-mobile's real time collaborative logistics platform used for ports, terminals and production plants that has been successfully used in several cases. One of them is the Port of Zeebrugge, where FLUX is used to provide information on the position of trucks in the port area and general traffic situation, vehicle count, anonymous origin and final destination of visiting trucks. He also gave some examples of how FLUX works in production plants and cities.



Gerd Ness, Business Unit Director Tolling & Logistics, Be-Mobile (Photo: Ergo Institute)



Kirill Lebedev, Project Manager, TechnoKom (Photo: Ergo Institute)

Kirill Lebedev, Project Manager at TechnoKom, spoke about multi-band GNSS receivers. He explained how navigation technologies and systems development, as well as manufacture have changed over the past few years and presented some new multi-band GNSS receivers for mass market. Mr. Lebedev talked about its advantages and presented uBlox MAX-M8Q vs. ZED-F9P - an agricultural machine tracking test and uBlox ZED-F9P - a new test project for deep careers navigation and railway line identification.

Tim Almaev, an Export Manager at Escort, spoke about the next step of telematics. He discussed use cases and how IoT has been used in agriculture, mining and extraction, different industries, public utility, transportation and cargo, as well as automotive industry. Mr. Almaev also presented some Escort's new telematics sensors and IoT products.



From left: Eli Avivi, VP Marketing & Business Development at Micronet, Frank Tinschert, Managing Partner at Maxflow Consulting, Gerd Ness, Business Unit Director Tolling & Logistics at Be-Mobile, Roman Srp, President of ITS&S at SDT and Bianca Barbu, CMO at Cango Technologies. (Photo: Ergo Institute)

The third panel discussion titled *Telematics as a Service* was moderated by Bianca Barbu, CMO at Cango Technologies, with panel guests: Eli Avivi, VP Marketing & Business Development at Micronet, Gerd Ness, Business Unit Director Tolling & Logistics at Be-Mobile, Roman Srp, President of ITS&S at SDT and Frank Tinschert, Managing Partner at Maxflow Consulting. Their discussion revolved around the fact that a value consists of the number and quality of the applications accessed in each vehicle or telematics device. Changing the focus from TCO to value growth enables at the same time many other adjacent or complementary opportunities like smart mobility projects, smart cities solutions based on car sharing and ride sharing vehicles, and smart public transportation. They concluded that in a world of sensors and connectivity, being open and prepared for new challenges is the key to success.



Tim Almaev, Export Manager, Escort (Photo: Ergo Institute)



Yury Lavrentiev, Managing Director, Wagencontrol. (Photo: Ergo Institute)

After the afternoon coffee break in the exhibition area there was a workshop titled *New Age of Telematics Hardware*. It was conducted by Yuri Lavrentiev, Managing Director at Wagencontrol. He described different areas of telematics technology applications focusing on the complex machinery segment. Mr. Lavrentiev presented Technoton's successful cases and projects in this field, together with the data analysis for remote diagnostics and predictive maintenance. The new age of telematics hardware - wireless sensors with BLE - were discussed too.

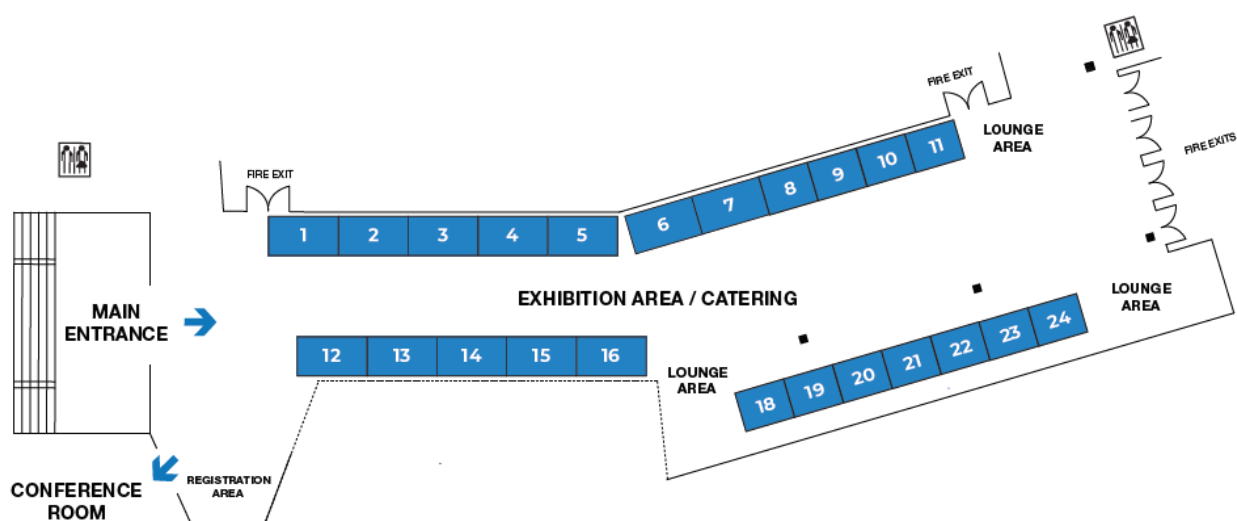
The event concluded with an informal gathering in the Prague old town, where guests were offered a unique opportunity to leave Prague with all the essential contacts from the event while enjoying the local entertainment.



Telematics Conference is all about networking! With many opportunities to meet your prospects and partners: welcome dinner, coffee breaks, lunch, lounge areas and informal gathering (Photos: Ergo Institute)

TCCEE19 EXHIBITORS

1		9		18	Aron
2		10		19	
3		11		20	
4		12		21	nic  place
5		13		22	Aplicom
6		14		23	
7	MIELTA TECHNOLOGY	15		23	
8		16	SONY		



Telematics Conference CEEurope 2019 floorpan. (Photos: Ergo Institute)

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