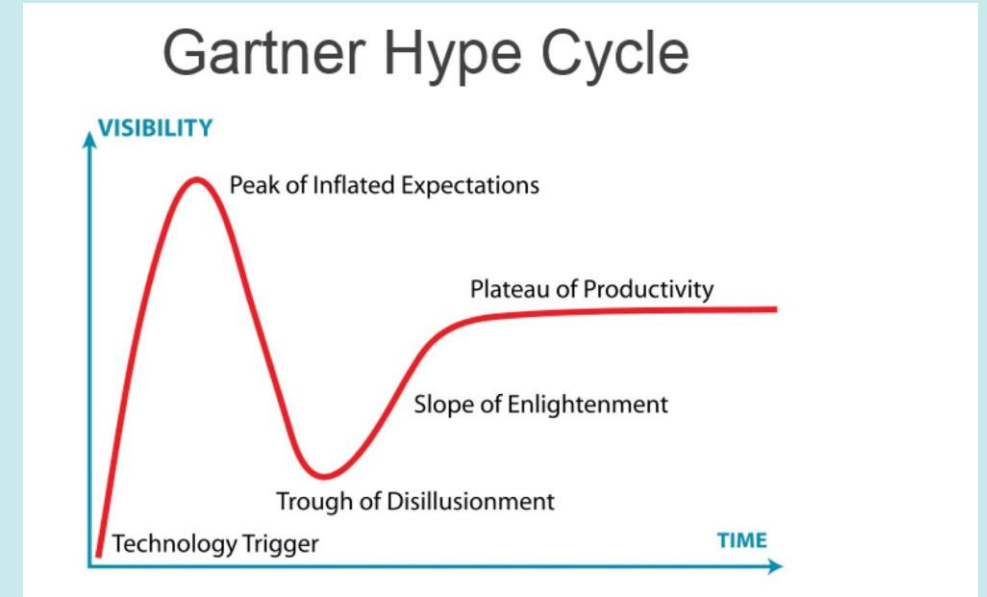# HYPE OVERVIEW
Pace of Digitalisation

- EU advancing towards a Digital Transport Network (DTN)
  - Well-interconnected, interoperable and efficiently managed transport system that improves safety, security and environmental performance of the transport sector.

- Underpinned by Emerging Digital Technologies
  - Rapid pace of change

- Accompanied by a bombardment of much hype

- How do you navigate through all the Hype?
  - And make informed decisions that provide real solutions for your real needs.

The more I think, the more confused I get.
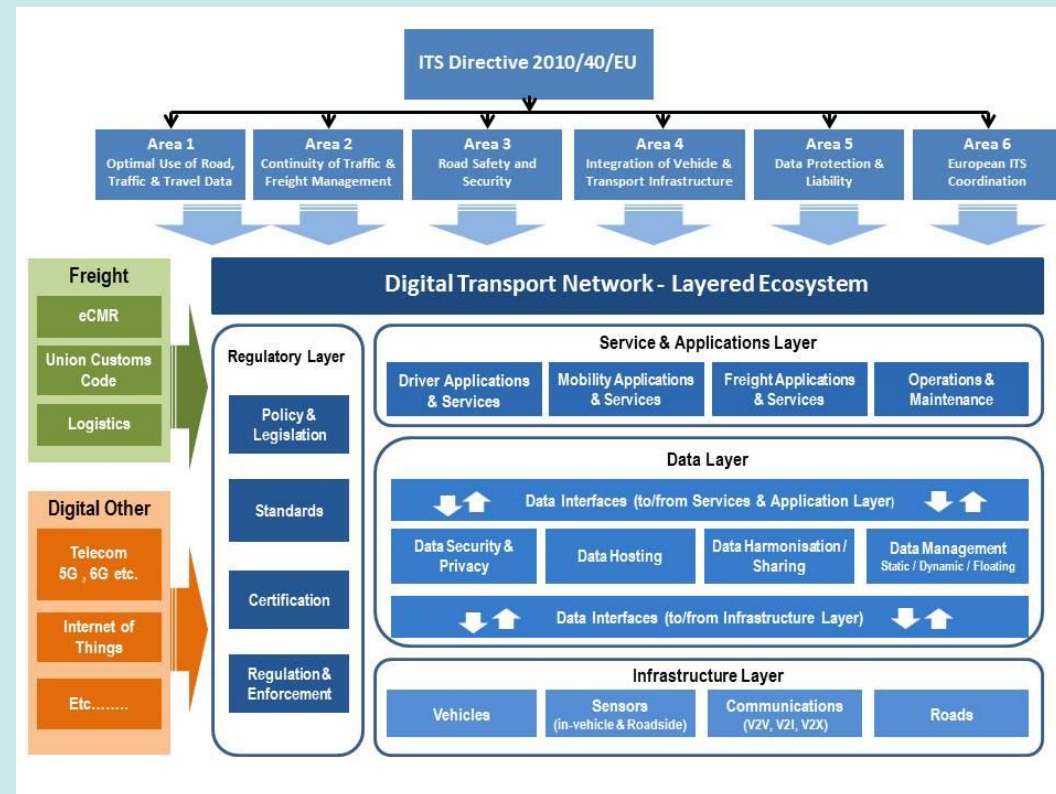
HYPE OVERVIEW
Pace of Digitalisation

- **Hype** is **exaggerated, excessive publicity or advertising**
  - American term originated in early 1930s
  - Partially taken from an abbreviation of hyperbole (derived from the Greek, meaning "extravagant exaggeration")
  - but also derived from 1920s slang where hype meant "to swindle by overcharging or short-changing".

- Gartner originated the Hype Cycle Methodology in 1995
  - and described it as being based on an observation they were seeing with technology …
    - a lot of enthusiasm and over expectation — and then a trough of disillusionment when people realize that these things are harder than we thought they'd be. There's a backlash until somebody gets it right, and then mass adoption.

- When faced with Hype, ask yourself:
  - Are you able to spot the truth from the sales pitch?
  - Where does it sit on the hype cycle?

Gartner Hype Cycle

VISIBILITY

Peak of Inflated Expectations

Plateau of Productivity

Slope of Enlightenment

Trough of Disillusionment

Technology Trigger

TIME

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HYPE OVERVIEW
Pace of Digitalisation

- 2010 ITS Directive kickstarted the DTN process
  - Aims of standardisation, harmonisation and interoperability across digital products, systems and services.
  - In parallel with other initiatives, laid the DTN foundations
    - Significant progress in developing the layered DTN ecosystem
    - Shift to innovative and digital-based solutions to maximise efficiency, interconnectivity, scalability and adaptability.

- Emerging Digital Technologies
  - Rapid evolution of existing technologies and constant emergence of new technologies

- Convergence of business sectors (ITS, Telecom, OEM, Logistics etc.), All with different cultures and objectives

- Confusion can be caused by misunderstanding of where stakeholders are coming from
  - Sometimes Hype is deployed as a tactic to ensure their voice is heard

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HYPE OVERVIEW
Mobility as a Service

- Original MaaS Concept - Entrepreneurial
  - Customers will swap the cost of car ownership for mobility packages suited to their needs
    - Mobility to imitate business models of utility service providers.

- Evolving MaaS Concept – Public Transit Orientated
  - MaaS hype enabled public authorities to justify funding requests for Public Transport and Active Travel initiatives

- MaaS also integrated into wider Digital toolkits
  - Data Management / Demand Management etc.

- Focus on Use Cases
  - SmartMove Pilot, Brussels
    - Objectives are to steer mobility flows, gather data, and manage congested areas
    - Apply behavioral science techniques to nudge users towards modal shift and / or off-peak travel

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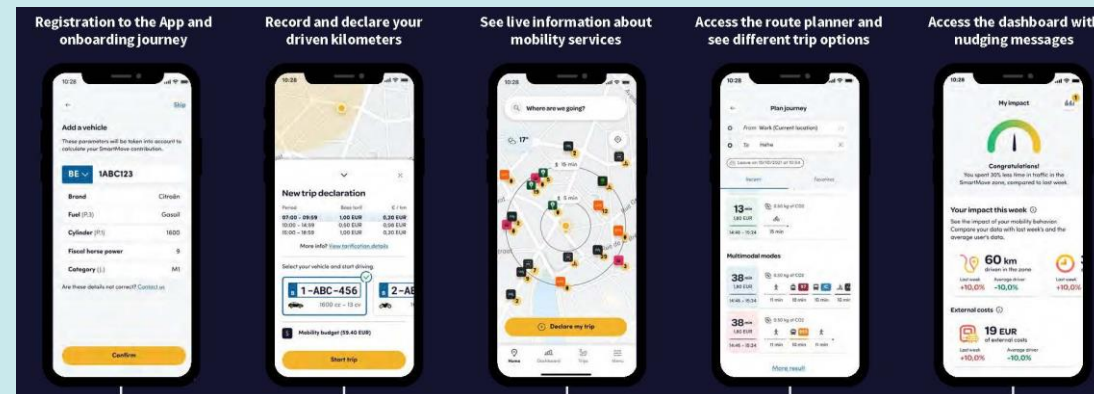
HYPE OVERVIEW
Connected and Autonomous Vehicles

- Multiple Definitions for merging of Separate Concepts
  (CCAM, CART, CAD, CAV, CASE, C-ITS, V2V, V2X)

- Connected Vehicles focused on Cooperative ITS (C-ITS)

- C-ROADS, the EU C- ITS Deployment Platform, adopts a Use Case Focus

  - Established in 2014, Deployment roadmap and strategy identified two lists:

    – "Day 1" C-ITS services comprising of technologically-mature and highly-beneficial C-ITS services that could be deployed quickly.

    – "Day 1.5" C-ITS services comprising of services for which full specifications or standards might not be completely ready for large scale deployment from 2019, even though they are generally mature.

- Focus on piloting Use Cases brings clarity on benefits and identifies which services deliver Real Solutions for Real Needs.

> 50 European cities
Starting with C-ITS deployment in urban areas

Short range C-ITS
20,000 km of European road sections
are equipped with C-ITS equipment

Long range C-ITS
100,000 km of European roads in total
are covered by C-ITS services

Co-financed by the Connecting Europe
Facility of the European Union

Day 1 C-ITS services list
Hazardous location notifications:
- Slow or stationary vehicle(s) & traffic ahead warning;
- Road works warning;
- Weather conditions;
- Emergency brake light;
- Emergency vehicle approaching;
- Other hazards.

Signage applications:
- In-vehicle signage;
- In-vehicle speed limits;
- Signal violation / intersection safety;
- Traffic signal priority request by designated vehicles;
- Green light optimal speed advisory;
- Probe vehicle data;
- Shockwave damping (falls under European Telecommunication Standards Institute (ETSI) category 'local hazard warning').

Day 1.5 C-ITS services list
- Information on fuelling & charging stations for alternative fuel vehicles;
- Vulnerable road user protection;
- On street parking management & information;
- Off street parking information;
- Park & ride information;
- Connected & cooperative navigation into and out of the city (first and last mile, parking, route advice, coordinated traffic lights);
- Traffic information & smart routing.

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HYPE OVERVIEW
Connected and Autonomous Vehicles

- CCAM Partnership focusses on Autonomous Vehicles
  - Public-private partnership and EU fund numerous CCAM projects under Horizon Europe framework
  - Major focus on CAVS and their interaction with the wider mobility network
  - Addressing major questions concerning IP ownership and data ownership
  - Major progress across multiple fronts

- Use Case Focus
  - Level 2 (Partial Automation already deployed)
  - Advanced pilot schemes utilising autonomous shuttles to deliver demand responsive transport (DRT) in rural areas

- Focus on Use Cases brings clarity on benefits and identifies Real Solutions for Real Needs.

CCAM

CONNECTED, COOPERATIVE & AUTOMATED MOBILITY

Levels of vehicle automation (defined as per SAE J3016)	
Human Driver Monitors the Driving Environment:	Automated Driving System monitors Driving Environment:
0 - No Automation	3 - Conditional Automation
1 - Driver Assistance	4 - High Automation
2 - Partial Automation	5 - Full Automation

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HYPE OVERVIEW
Artificial Intelligence

- AI is today's most-hyped technology

  - Artificial Intelligence (AI) is the ability of machines to perform tasks that typically require human intelligence i.e., can reason, learn, and make decisions based on input data.

  - Machine Learning (ML) is not AI

    - Subset of AI involving algorithms that learn from data i.e., build predictive models, classify data, and recognize patterns.

- AI is still on the 'Peak of Inflated Expectations' slope

  - Undoubted potential but use cases still to be proven

    - Is ChatGPT really that useful?

  - Lots of misinformation e.g., Autonomous Cars are AI Cars!

    - Autonomous Vehicles use Machine Learning to improve sensor accuracy and performance. Decision making is directly programmed i.e., automated

- Developments do need to be closely monitored but treated with caution for now.

And remember that within every lie, there is a truth hidden. Know the truth to defeat the lie.

T.A. Miles

VIAPLUS

- ViaPlus is a global mobility company

  - specializing in revenue and services management solutions and operations for the transportation industry.

  - We process billions of transactions for our global client base.

- We keep 'our finger on the pulse' through continuous R&D investment.

- Our checklist to navigate technology hype:

  - **What** exactly is it? – translate gobbledygook into our language.

  - **When** is it needed? – where is it on the hype cycle?

  - **How** do we integrate it? – which 'cogs' need to be modified?

  - **Why** should we focus on this? – is there a real need?

- The '**Why**' is the most important question

  - Do **Use Cases** provide *Real Solutions for Real Needs*?
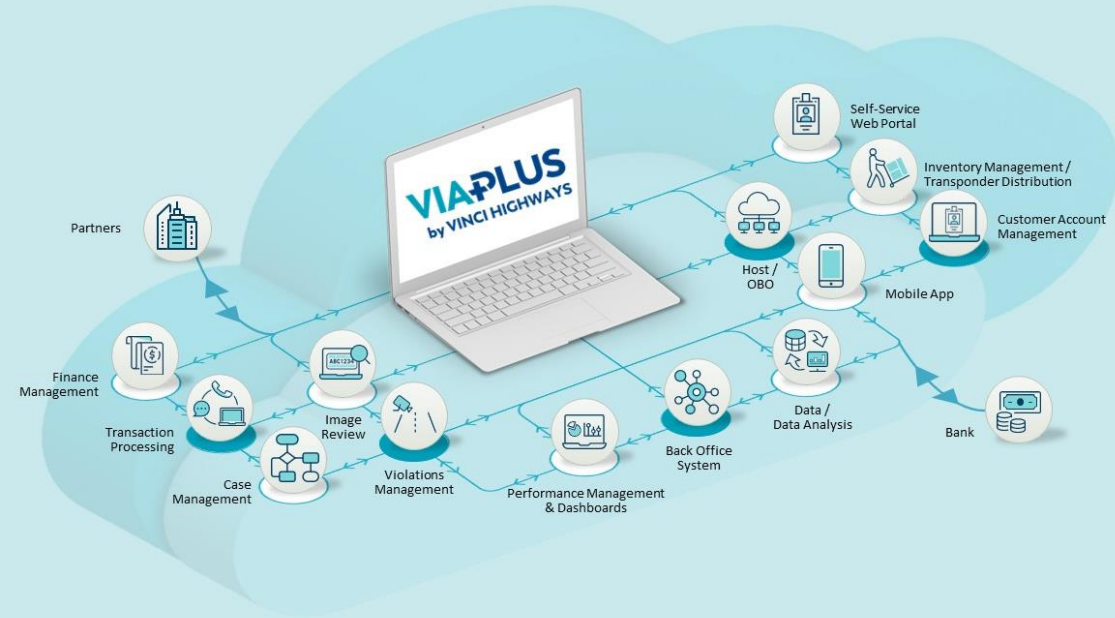
- The ViaPlus Back Office System, Alpha™

  - Accurate, reliable and robust front end, powered by precision engineering with multiple cogs synchronized in the back end.
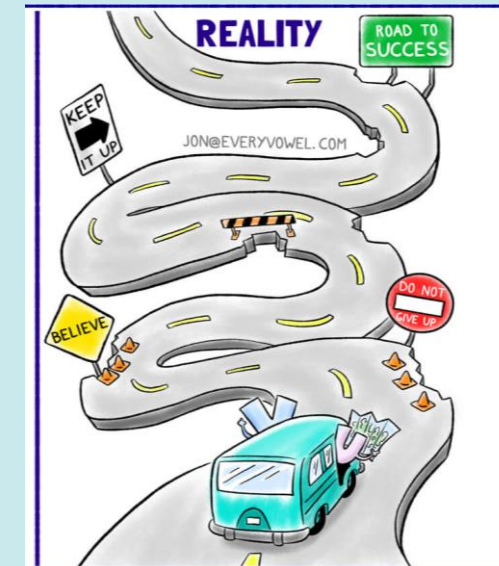
NAVIGATING THE HYPE
Your Approach?

- Keeping 'your finger on the pulse' is not easy

  - Requires expertise, experience and above all, time.

- Questions you should ask:

  - **What**
    - ❖ translate sales pitches into your language.
    - ❖ Understand the objectives of whoever is pitching to you

  - **When**
    - ❖ Is it a near-, mid- or long-term development?
    - ❖ will there be evidence of viability?

  - **How**
    - ❖ Can it be deployed into your operations

  - **Why**
    - ❖ Is there a Business Case?

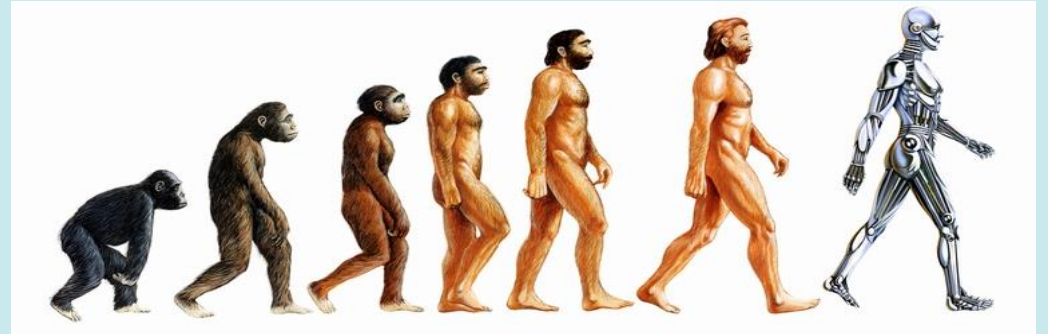- Do **Use Cases** provide Real Solutions for **YOUR** Real Needs?

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- Keeping a 'finger on the pulse' is not easy

- Ask the right questions at the right time

- Develop the wisdom to know the difference between hype and reality

- Understand objectives from both sides

- Focus on Use Cases

- Does it provide a Real Solution for **YOUR** Real Needs?

ASECAP DAYS
MILANO 2024

THANK YOU
GRAZIE

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