



eMobility NetWorld CA
“Networking the World”

Dr. Fiona Williams, Ericsson

Overview of the Presentation



- NetWorld project overview
- The “Vision 2020” of eMobility
- The eMobility European Technology Platform
- Plans for 2010



NetWorld Project Overview



Strategic Project Objective



- To support the eMobility Technology platform as a representative of the networking sector, promoting public and private investment in R & D for networking research



Operational Project Goals



- To increase the willingness of public and private bodies to **invest in R & D in networking** topics,
- To **inform** decision makers on key messages, and
- To support **consensus development** in the networking community



Project Rationale



- Future solutions to Grand Challenges will rely on the support of broadband networks, capable of handling the traffic load of new applications
- New communications technology will be needed to satisfy the new requirements
- Network capabilities are being transformed today based on the impact of research results
- A consensus on the needed networking research needs to be developed and to be supported by decision makers responsible for public and private research programmes, particularly in the context of the FP 8 planning



Key project challenges



- **Building consensus** in the eMobility stakeholder groups on our key messages
- **Increasing the involvement** of the fixed networking community in eMobility
- **Defining priorities** for networking research and motivating them with relevant argumentation
- **Motivating and facilitating cross-sector collaboration** with transport, energy and health sectors
- Effectively **packaging the messages** and leveraging them through the Steering Board and Expert Group members
- **Communicating** the messages and **influencing** decision makers
- **Increasing the profile** of networking research



Key project activities **eMobility** (Connect to the network community)

- **Launch** of new eMobility image with new messages representing the networking community as a whole
 - **New image** and marketing materials, web site, to be developed
- **Position papers** to influence decision makers,
- Highlighting **success stories** of the impact of projects
- **SRA Versions 9 and 10** to be developed with new format
- **Organisation** of a wide range of meetings and workshops
- **Communication** and liaison with member states, parliamentarians, other ETP's, Digital Europe and ETNO
- **Supporting** the Membership, Steering Board, Expert Group and Mirror Group activities



Key project results



- **New image** and re-launch for eMobility
- **Clear messages** from the networking community, packaged and communicated
- **Clearly presented research priorities** in SRA Versions 9 and 10
- **Raised profile** for networking research with decision makers
- **Successful meetings & workshops**
- **Well organised support** of the eMobility platform organisation and activities

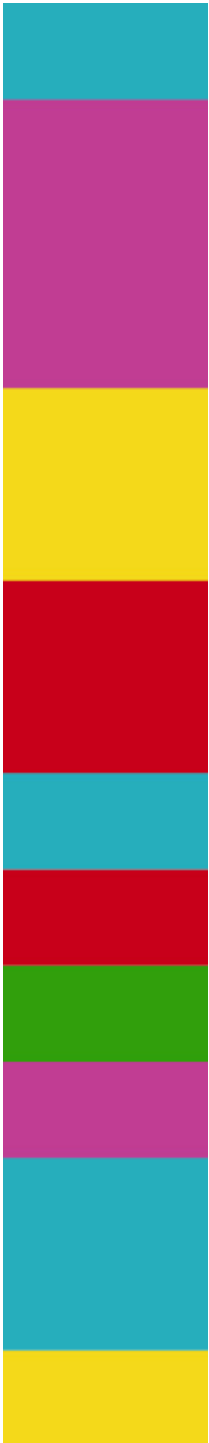


Project Participants **eMobility**

(Connect to the network community)

- Dr. Fiona Williams, Project Coordinator, Ericsson
- Prof. Luis Correia, Technical University of Lisbon
- Prof. Rahim Tafazolli, University of Surrey
- Mr. Vincent Boutroux, Orange
- Dr. Werner Mohr, NokiaSiemensNetworks
- Mr. Karl Schattauer, AlcatelLucent
- Dr. Thomas Bohnert, SAP
- Mr. Jacques Magen, InterInnov
- Mr. Uwe Herzog, Eurescom
- Ms. Desiree Merks, Ericsson

2020 Vision of eMobility





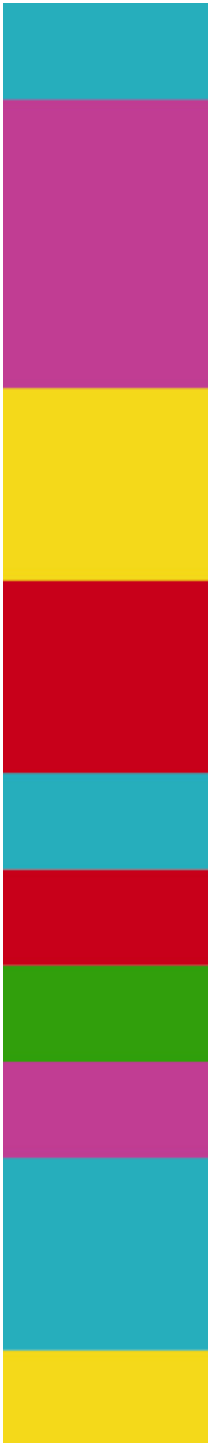
Vision 2020



- Empowered **people** – “**Your one life**”
 - Your life in “the cloud”
 - You have a voice in communities
 - You trust your services
- **Giving people a choice** will be in focus in 2020!
- Empowered Innovative **Societies**
 - Networks enable innovation in services for ITS, smart grids, environmental control, eHealth, new cultural and entertainment experiences
- **Multi-disciplinary** research and innovation will be in focus in 2020!
- **New concepts for networks** will be needed to support the deluge of data traffic with the applications will generate
 - Holographic communications
 - Urban transport support systems including fully electric vehicles, Smart Grids, etc
 - Solve the issues of connecting data (networks of information), sensors and machines
- **Turbo-charged** systems to improve performance
 - Focus on Simplicity to deal with growing complexity
 - Step improvements in efficiency in all parts of networks and the interactions with applications
- **Future Generation networks** in focus in 2020!



The eMobility European Technology Platform



The Shared Vision

eMobility
(Connect to the network community)

“Improving the **individual’s** quality of life, achieved through the availability of an environment for the instant provision of and access to **meaningful, multi-sensory information and content”**

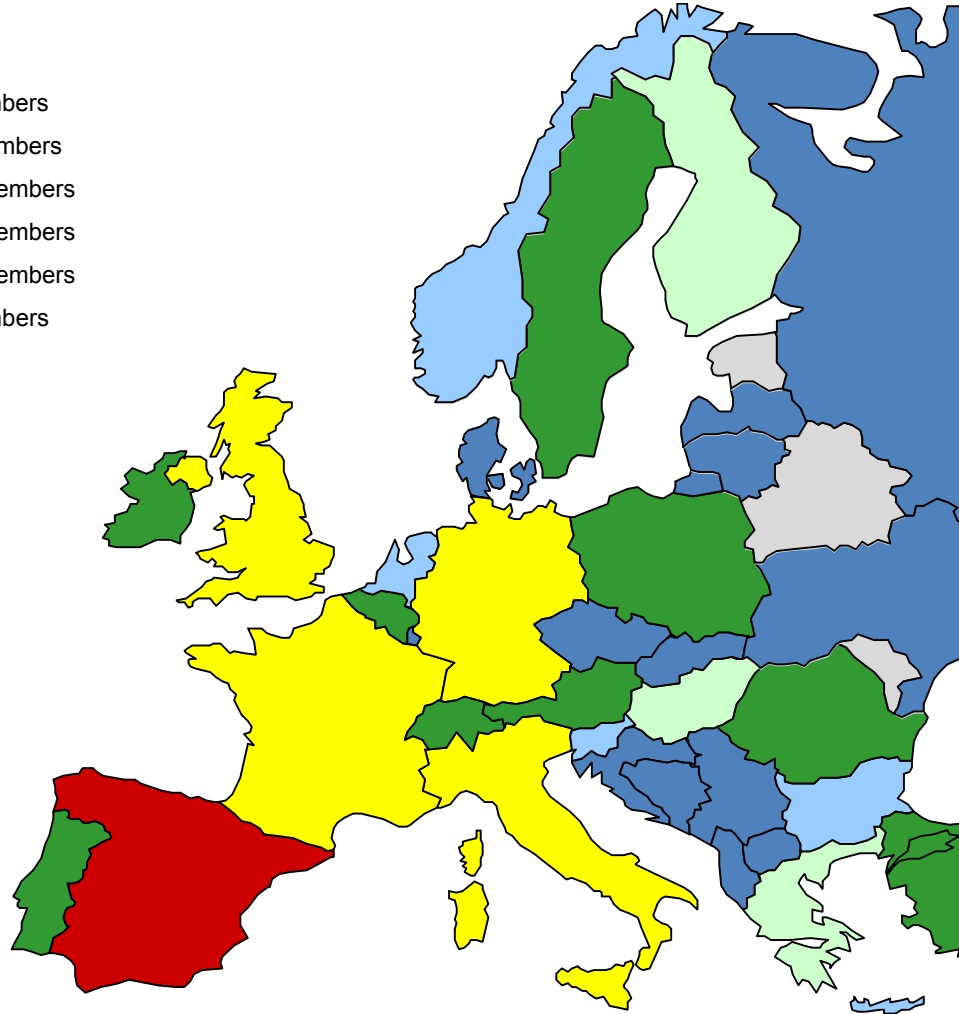
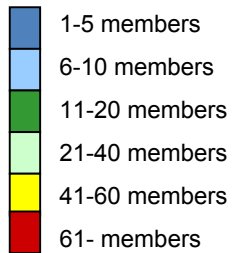
Simplicity, Efficiency & Trust





**The eMobility Platform stands for
bringing together European organisations
to address, as a community,
the challenges of future networks,
building on Europe's success
in mobile communications**

Membership – 671 members (Status of July 2010)



Total number of members **671**

Industry **132**

Research **252**

SME **261**

Cooperation members **26**

Steering Board of 25 members (all elected)

+

Expert Group

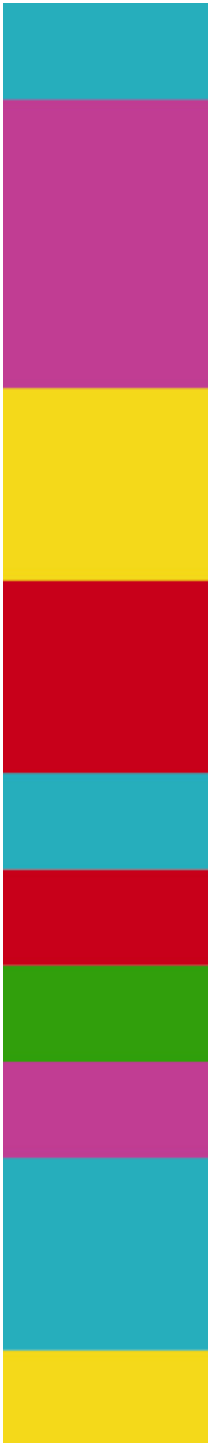
Mirror Group

Executive Group



Plans for 2010

Project start date 1 July 2010





Plans for 2010



- SME views survey, networking meetings call 7
- **Launch** of new eMobility image with broader scope to be prepared for December 2010
- **Defining our messages** – with the Steering Board, Expert Group and stakeholders
- **SRA v 9**
 - expert groups will work on new white papers
 - covering networking & application issues, with context chapters and summaries
- **Position Papers** – Digital Agenda, Grand Challenges
- **Mobile and Future networks Summit 2010** – June, Florence, Italy, Key Sponsor, exhibition stand, eMobility session
- **General Assembly** – Venice, 16th September, 2010
- **ICT Event** – Brussels, 27-29th September, 2010, Exhibition stand, 2 networking sessions
- **Mobile and Future networks Summit 2011** - Warsaw, June, Key Sponsor, Exhibition stand

For more success – join forces

Membership is free of charge!

To apply, register on the web page