Mobility of the Future
— Impact on Lifestyle, Cities, Business and Data
Presentation on Fiware Summit
Malaga, December 14th, 2016 |
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Car will change as a part of combined traffic in Mobility as a Service

Multiple interactions, proven interest. ITS to take lead

Large potential for Duisport and similar customers

Airfields are controlled by sight, loops and radios

Car2X

Rail2X

Ship2X

Plane2X

Prof. Dr. Gernot Spiegelberg, Siemens Corporate Technology
What you will get …

- Provocative Appetizer
  - What may happen

- Main Dish
  - Why it may happen

- Sweet Dessert
  - How it could be done with technology and examples
Provocative Appetizer – “Mobility as a Service”

Three independent trends converging lead to new concepts

**eCar**
- As autonomous agent in Internet of Things
  - Focus on TCO, reliability and customer satisfaction

**Infrastructure**
- Optimized on TCO
  - Infrastructure focused on TCO

**Autonomous car**
- No further need for private ownership

**Ride on Demand**
- Mobility as a Service
Change in lifestyle in the society?
Driverless “ride on demand” and electrified can do

From “pollution and traffic jam”
To “best lifestyle”

With: Zero pollution | Zero noise | Less traffic | Optimized mobility
Change in design of cities by the mayors? MaaS with autonomous agents in IoT can do

Future cities with best lifestyle

New kind of infrastructure and management required

- GPS for Autonomous Driving
- Rail2X Hazard Warning
- Airplane2X
- C2X Hazard Warning
- C2X Interurban Solution
- C2X Intersection Assistance
- Ship2X
- C2X Public Transport
- C2X Parking Solution
- C2X City Information
- C2X Autonomous Driving

Much less parking space required
No further payment for still standing device? “Ride on demand” with autonomous agents can do

Mobility solution = f (price, comfort, speed)

Willness to pay price

Increasing speed

Increasing comfort

Mobility services will combine several mobility concepts to secure the best offer
Two different ways towards Mobility as a Service

**Bottom up**

Leads to
Brand focused customer relation

**Top down**

Starts with
Service focused customer relation

Difference in service?
Difference in device?
More functionalities need more technology in future “smart eCars”
First design study of the “eSeater” –
Drive by wire – Cost reduction and autonomous driving

More functionality with lower manufacturing cost at same delivery price

Fast driving: Low air resistance and convenience

Slow motion, easy entrance

Drive by Wire for Cost Reduction: Simple mechanical structure – stabilize by electronics
Drive by Wire for Functionality: Platform with API for future ADAS-plus and advanced HMI
Radical changes (similar to autonomous driving?):
5th Ave, New York City in 19th Century

If a trend becomes obvious – you are too late (Elon Musk)
Partnering of combined traffic – Personally parametrized transportation seat?

Cloud-Based Systems

Personally parametrised comfort via cloud data

branded transportation seat

Take all your comfort with you virtually

into combined transportation

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New provider of Mobility as a Service may create …
… Business for “Lifestyle as a Service”

Will new mobility provider react on or create new kind of lifestyle?
What does this example matter for us?

Based on data of Lifestyle 4.0 „smart services“ may change the real world in „IoT“!
Thanks for your attention

The world will change ...

... let us change the world