

# Mobility of the Future

## – Impact on Lifestyle, Cities, Business and Data

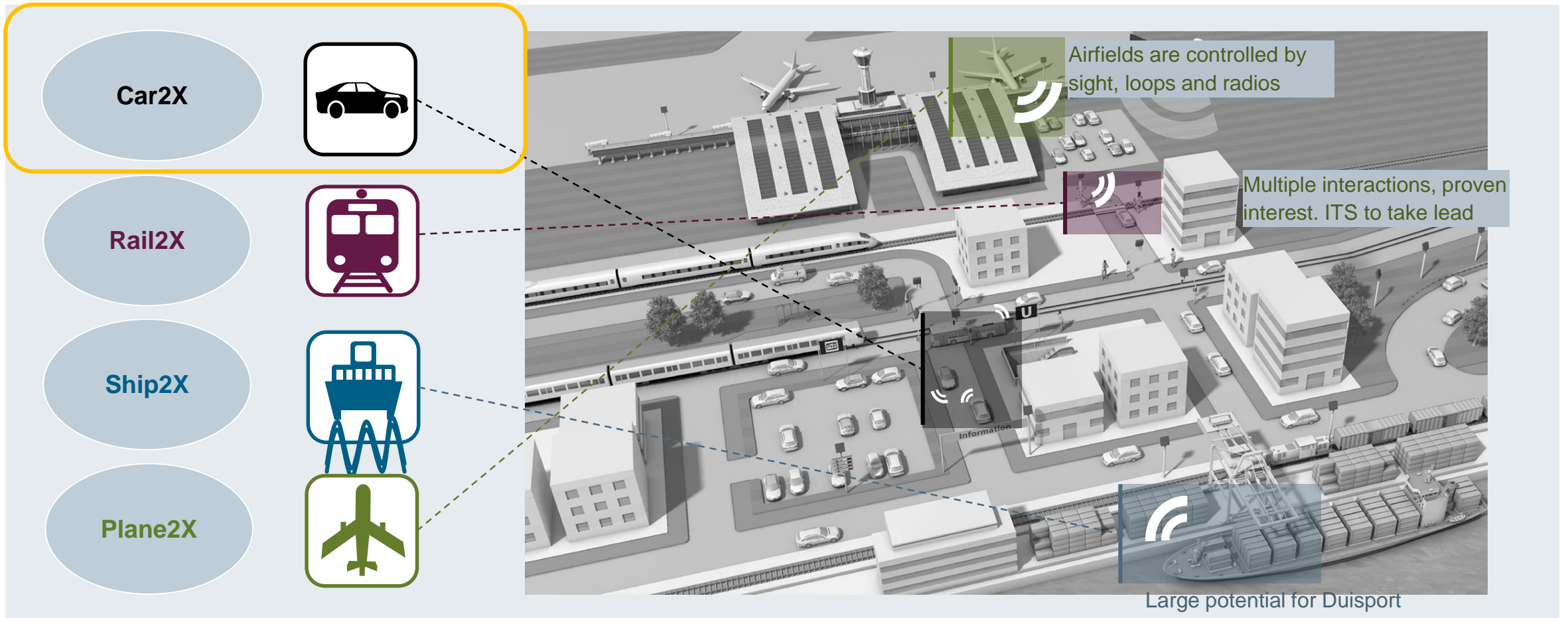
Presentation on Fiware Summit

Malaga, December 14<sup>th</sup>, 2016 |

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# Car will change as a part of combined traffic in Mobility as a Service



## What you will get ...



### Provocative Appetizer

What may happen

### Main Dish

Why it may happen

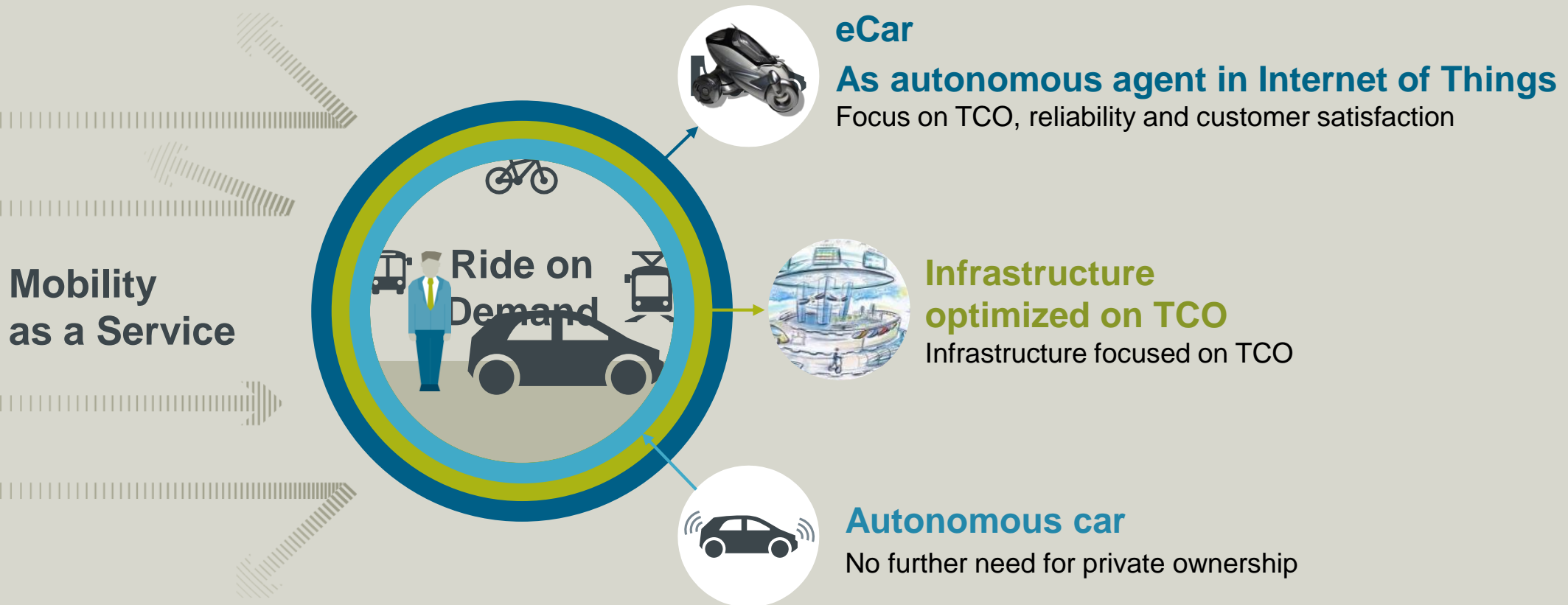
### Sweet Dessert

How it could be done with  
technology and examples



# Provocative Appetizer – “Mobility as a Service”

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Three independent trends converging lead to new concepts

# Change in lifestyle in the society? Driverless “ride on demand” and electrified can do

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**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

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## Future cities with best lifestyle



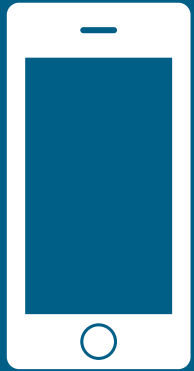
## New kind of infrastructure and management required

### Cloud-based systems

- 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



PDA  
request



Mobility solution = f  
(price, comfort, speed)



Passengers



Goods



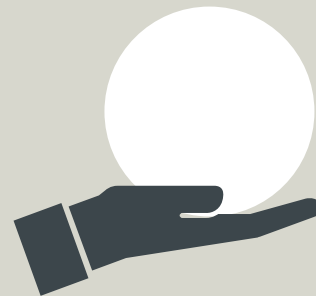
# Two different ways towards Mobility as a Service

## Bottom up

Leads to  
Brand focused customer relation



Difference  
in service?



Difference  
in device?

## Top down

Starts with  
Service focused customer relation



## More functionalities need more technology in future “smart eCars”

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# 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



1900



1913

**If a trend becomes obvious – you are too late (Elon Musk)**

# Partnering of combined traffic – Personally parametrized transportation seat?

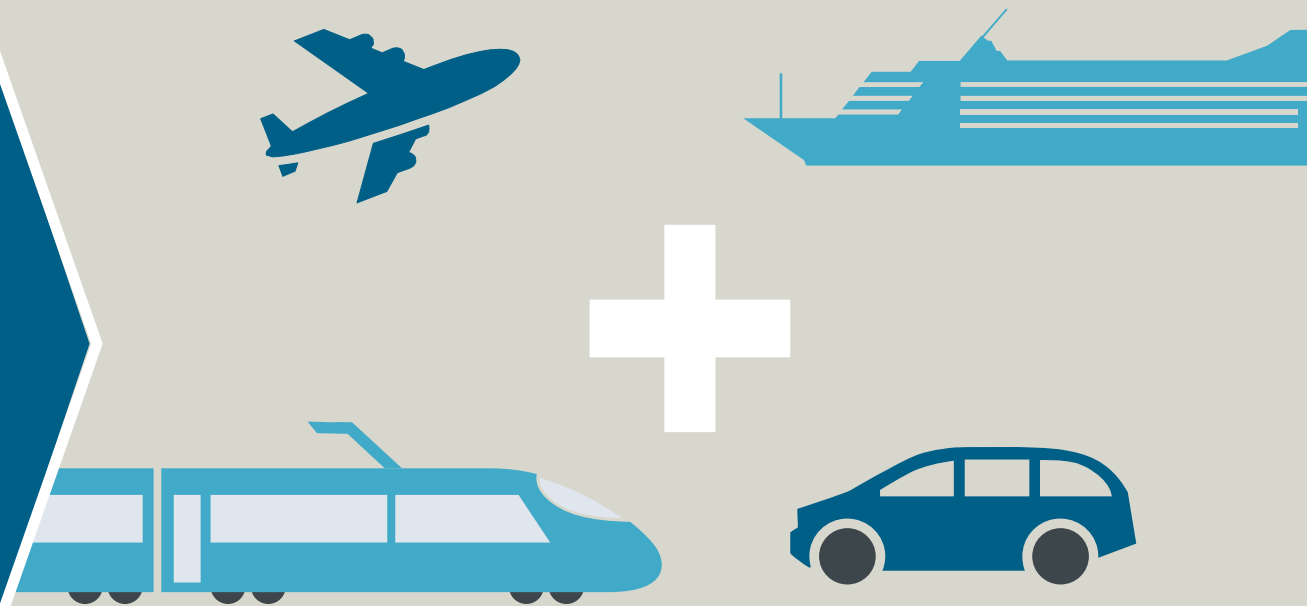
Cloud-Based  
Systems

Personally parametrised  
comfort via cloud data



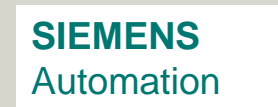
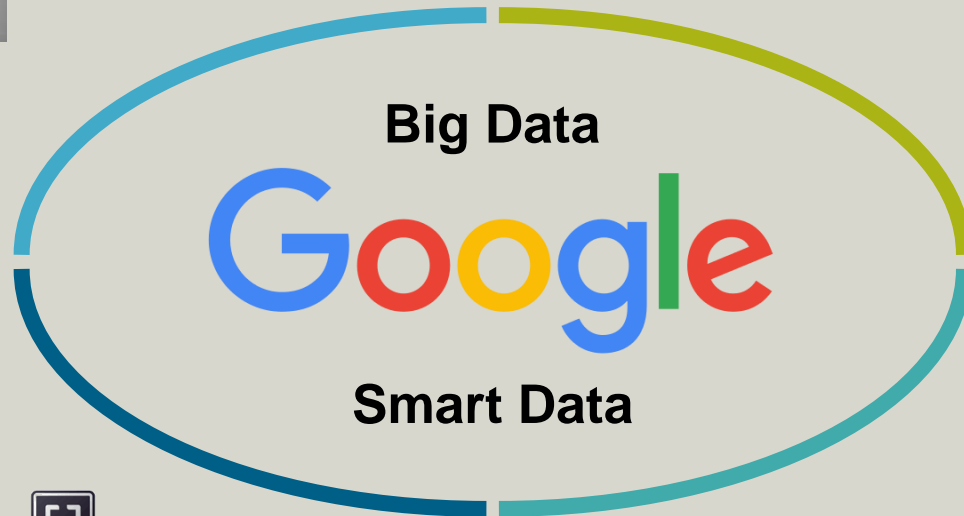
branded  
trans-  
portation  
seat

Take all  
your comfort  
with you  
**virtually**



into combined transportation

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

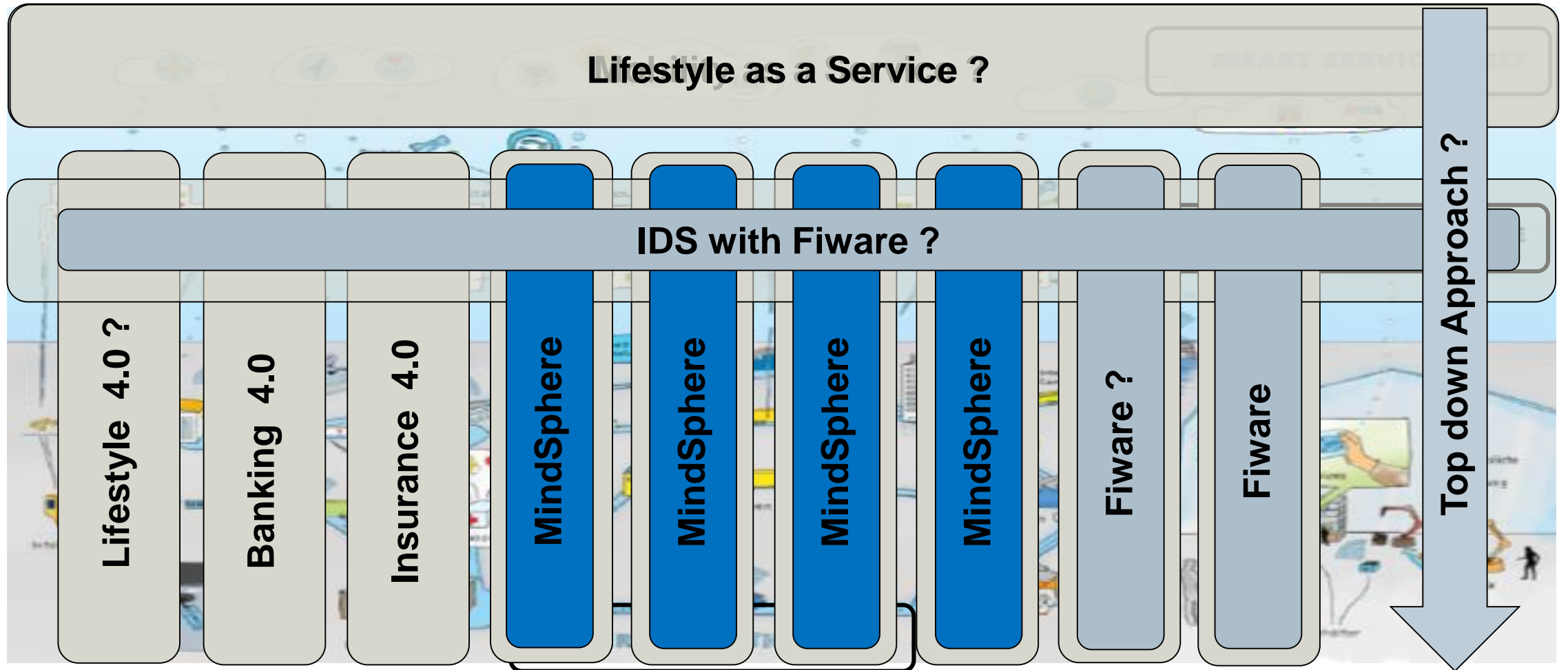


## Lifestyle as a Service?

Legend:   
■ Mobility device (green)   
■ Infrastructure as a Service (teal)   
■ Mobility as a Service (dark blue)   
■ Human data2smart data (light blue)

### 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