

Connected Vehicles

a realistic scaling perspective

Texas Innovation Alliance
Connected Vehicle Panel
March 17, 2021

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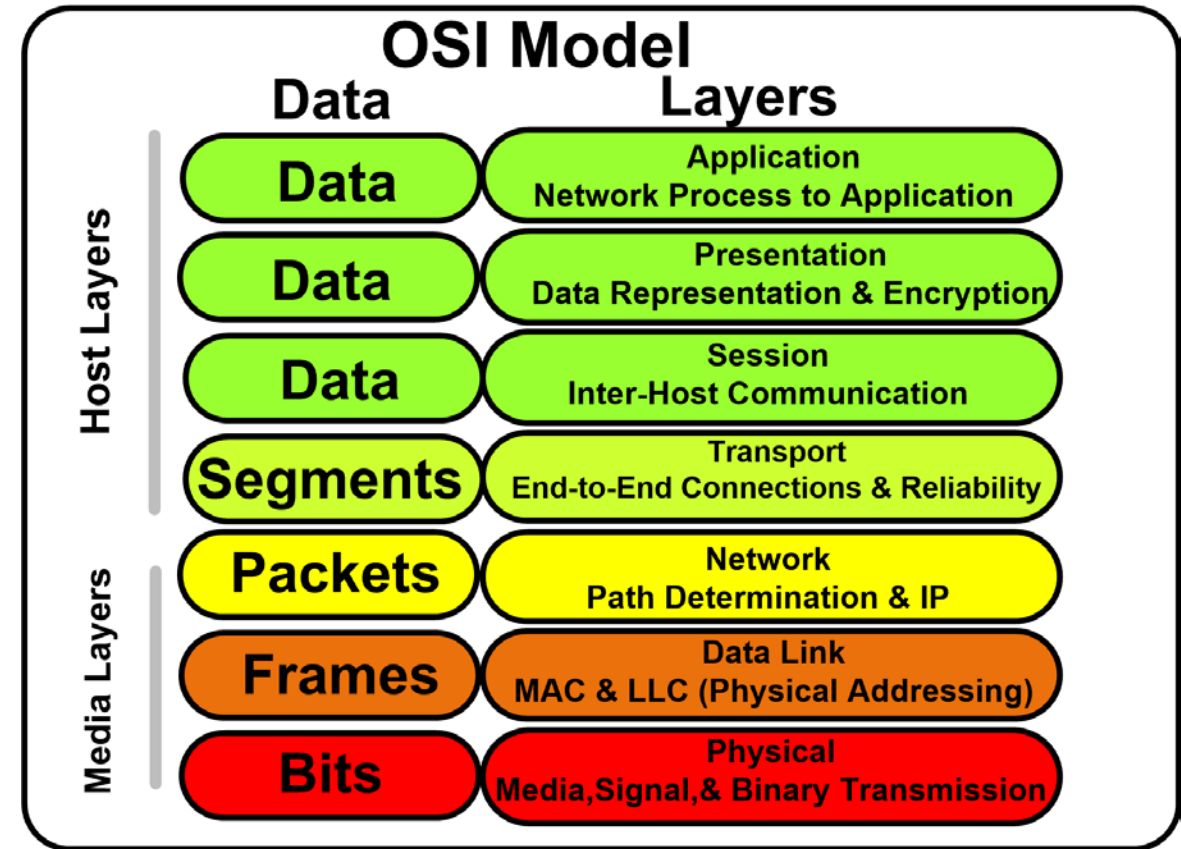
What we will cover today

- State of the Practice
- Learnings
- Where do we go from here?



State of the Practice

- Smaller spectrum
- DSRC migration to CV2X
- Lower layer normalization & IOP
- Focus on the upper layers
- Learning from pilots
- More OEM and Tier 1 alignment
- How far into upper layer IOP will we go?



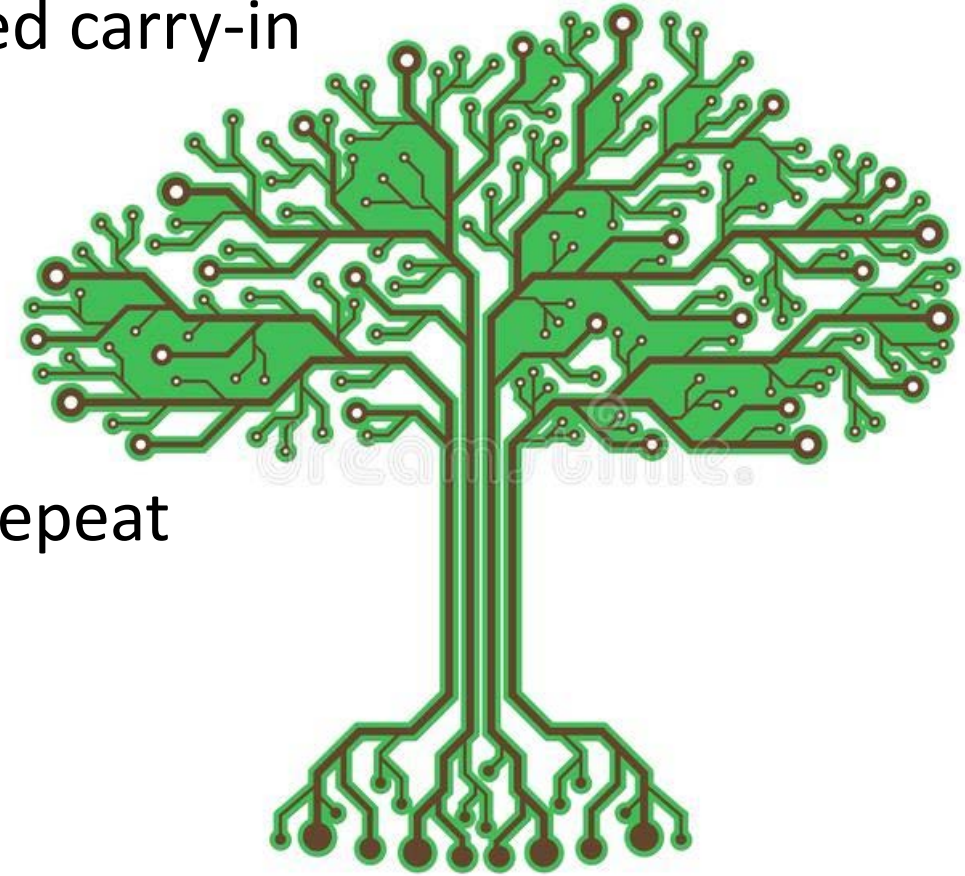
What we have learned

- Lower layers vs. Upper layers
- OBU market
- Applications & application management
- Over The Air
- Stacking the Edge
- Connected car/fleet data
- Scalability – some answers, more questions & challenges
- IOOs may not control much of the ecosystem



Where do we go from here?

- OBUs: OEM embedded vs. Mildly embedded carry-in
- Precipice of hardware market going active
- Applications are the next challenge
- New roles for IOOs
- Be specific about our pilots and tests
- Pick some horses, learn from that, rinse & repeat
- Connected ADAS?
- Killer Apps – CV RUC?
- New CapEx/OpEx Models



Thank You!

QUESTIONS?

