

INTELLIGENT TRANSPORTATION SYSTEMS

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ITS AMERICA

PRESENTATION SUMMARY

Intelligent Transportation Systems (ITS) represent an expanding international market. "Intelligent" is synonymous with the application of technology to the movement of goods and people. The market is maturing — we are in the early phases of ITS deployment. The current market emphasizes infrastructure — traffic management systems for congestion reduction, intermodal systems for the efficient movement of goods, and a rapidly expanding traveler information systems market. The largest potential market is services and products which includes systems for passenger vehicles. Initially, most travelers will carry information systems into the vehicle and commercial users will install after-market products — e.g. rental car fleets employing route guidance and navigation systems. In the year 2000 and beyond, electronic systems will be integral to the operation, safety and control of the vehicle

including collision warning and avoidance, emergency communications, vision enhancement, etc. Eventually, many driving functions will be "automated" — the extent of automation will be determined by user acceptance including cost. We are engaged in the initial stages of establishing the ITS deployment architecture, including the consensus process for the development of standards. The market projection for ITS systems, products and services is estimated to be \$210 billion through the year 2011 — the time phasing will be a function the standards setting process and market demand. The vehicle market will be a significant user of monolithic circuits. Preliminary data is presented on the market categories and potential volume. The presentation places emphasis on showing illustrative examples of ITS system deployment and market projections.