

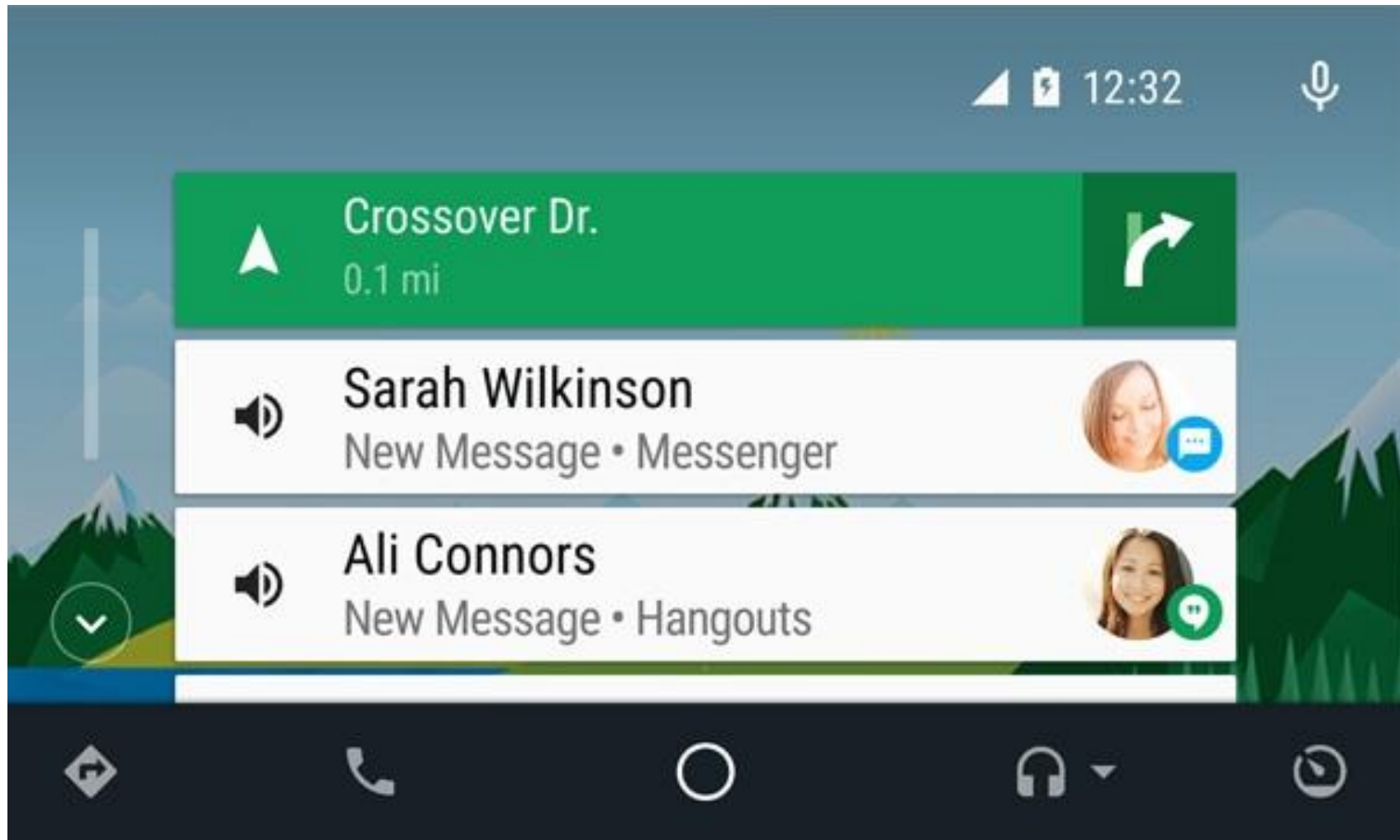
# Connected Car와 자율주행

■ 기술연구소 선행개발실

■ 서동권 실장 (sdkara@hyundai-mnsoft.com)

■ 2016.11.18

대외비  
(Internal use only)







# Different Connectivity Types

Vehicle Infotainment Global Leader

	Embedded	Tethered	Integrated
Components			
Communication module	Built-in	Brought-in	Brought-in
SIM	Built-in	Brought-in	Brought-in
Intelligence	Built-in	Built-in	Built-in
Services			
Safety	✓	▲	✗
Security	✓	✗	✗
Convenience	✓	▲	▲
Navigation	▲	✓	✓
Infotainment	✗	✓	✓
EV	✓	▲	▲
VRM	✓	▲	▲
PAYD	✓	✗	✗
Fleet Management	✓	✗	✗
Electronic Tolling	✓	✗	✗

Key

✓ = Optimum solution

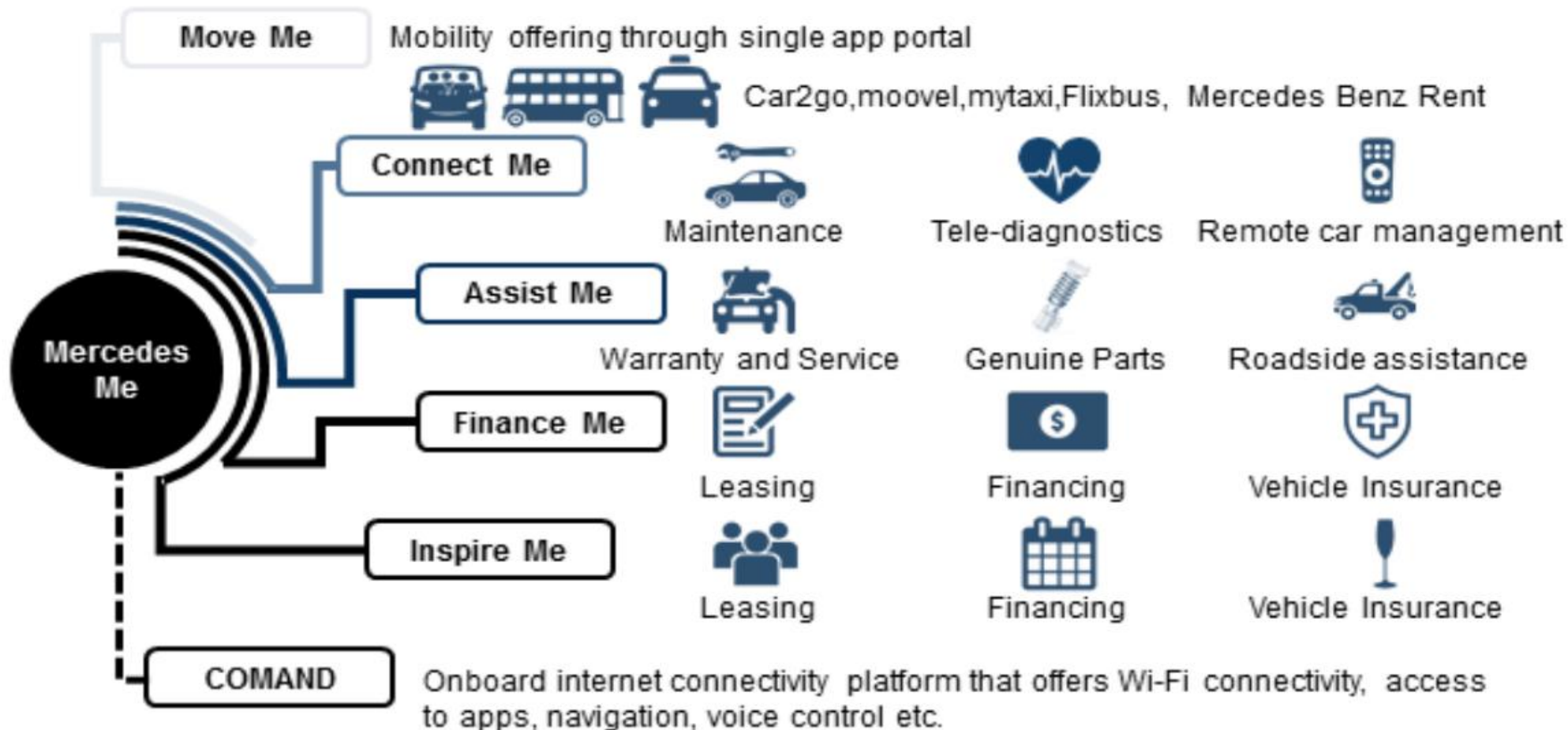
▲ = Acceptable for some services

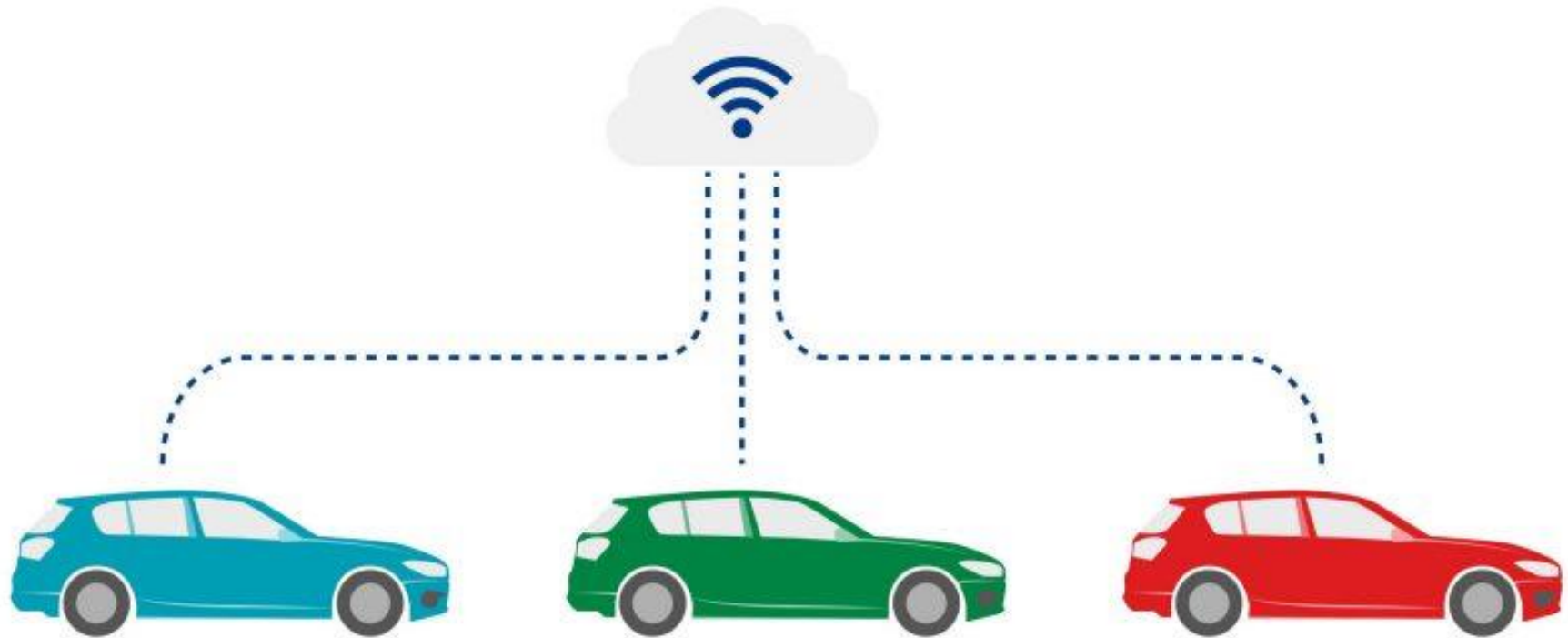
✗ = Not possible or too difficult to implement





## Mercedes enabling access to all services through an Unified Digital Platform, Ford launched similar FordPass

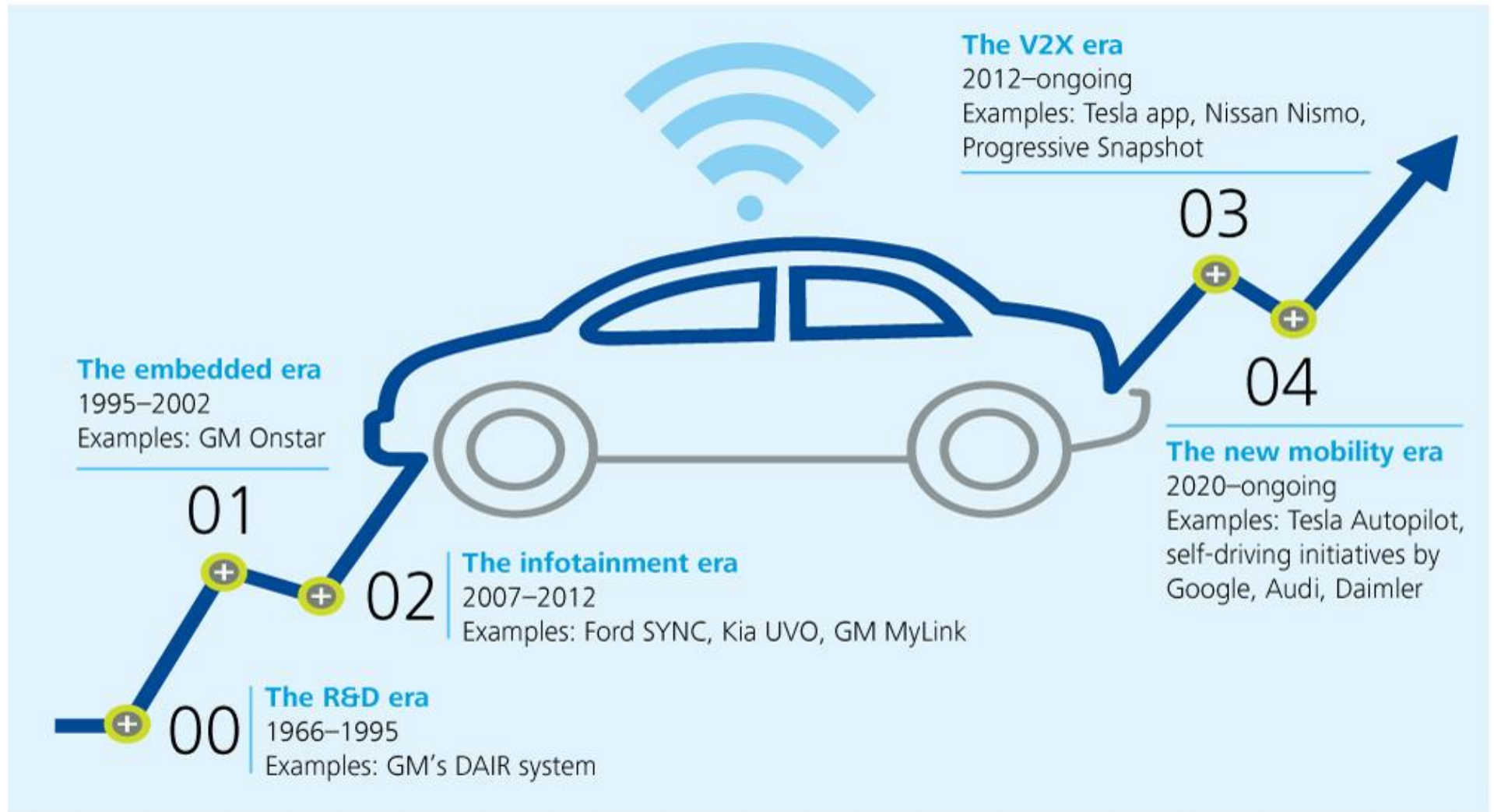




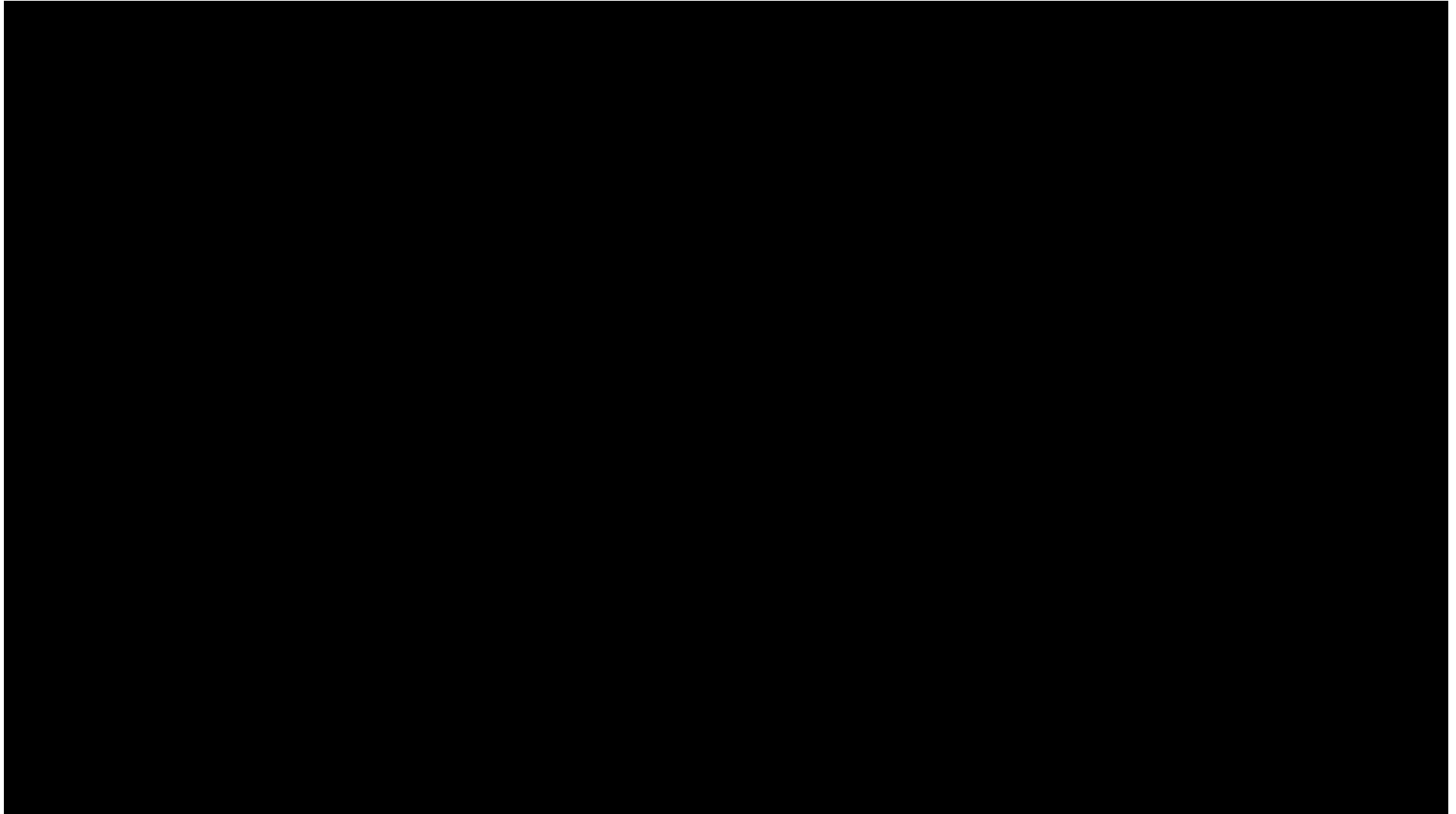
**2025** The year nearly all new cars  
will be connected to the internet

(Source: GSMA)





Graphic: Deloitte University Press | DUPress.com



〈출처: Youtube.com〉

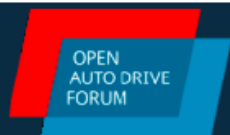
# The Initiative



- OADF Forum: founded by NDS e.V. and the ADASIS Forum in November 2015, first meeting in December 2015
- Meanwhile, also SENSORIS & TISA joined
- Objective: Give all stakeholders forum to present their issues and to jointly work on standardized solutions across different standardization organizations and companies
- WHITEBOOK summarizes findings and decisions in meetings



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5<sup>th</sup> OADF 14.10.2016 | Dr. Volker Sasse

### Objectives

1. Act as a platform to present the latest developments and achievements towards a connected world of autonomous cars
2. Act as open discussion platform for cross-domain topics in the area of autonomous driving that require cooperation throughout the industry
3. Generate globally applicable, state-of-the-art solution possibilities as further input for standardization in organized bodies
4. Connect local authorities and the global industry to facilitate future deployment

### Mission

... is to develop industry wide accepted state-of-the-art solutions for autonomous driving which are compatible and work in the defined ecosystem.



# Autonomous Driving (AD) Revolution

AD is a central topic of future development in the automotive domain. The release of highly automated car functions is subject to the highest requirements on quality and safety.

## Mapping ORGs



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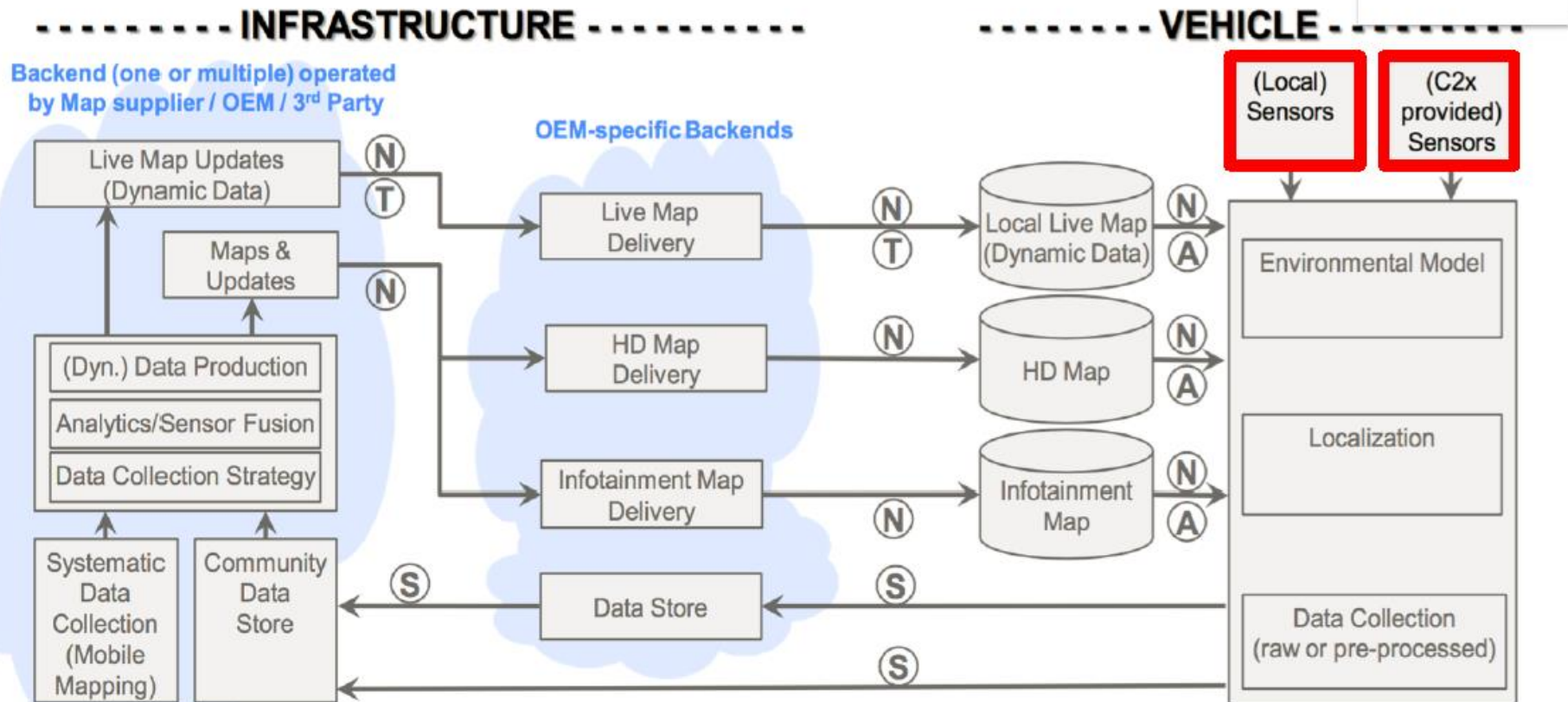
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# Auto Drive Ecosystem

OADF >

N NDS  
A Adasis  
S Sensoris  
T TPEG



NDS



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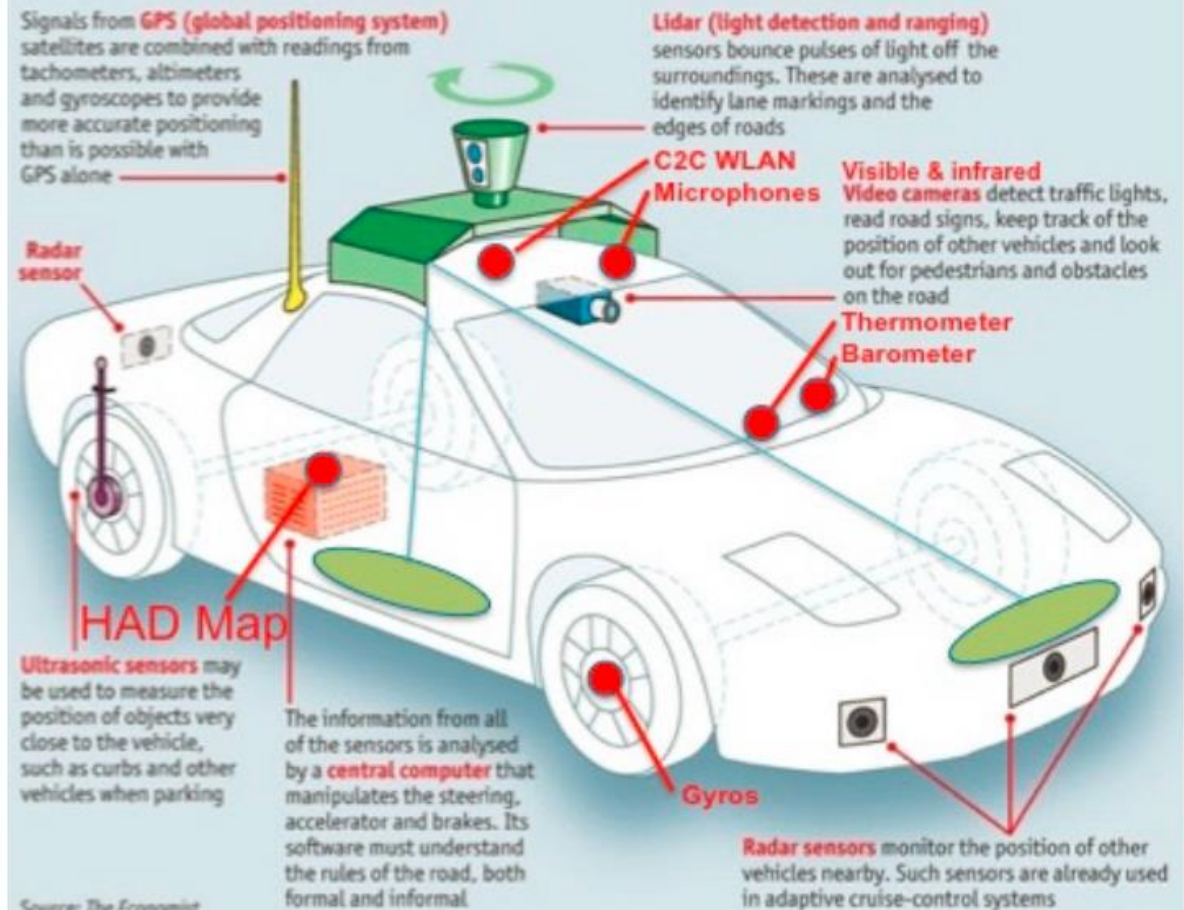
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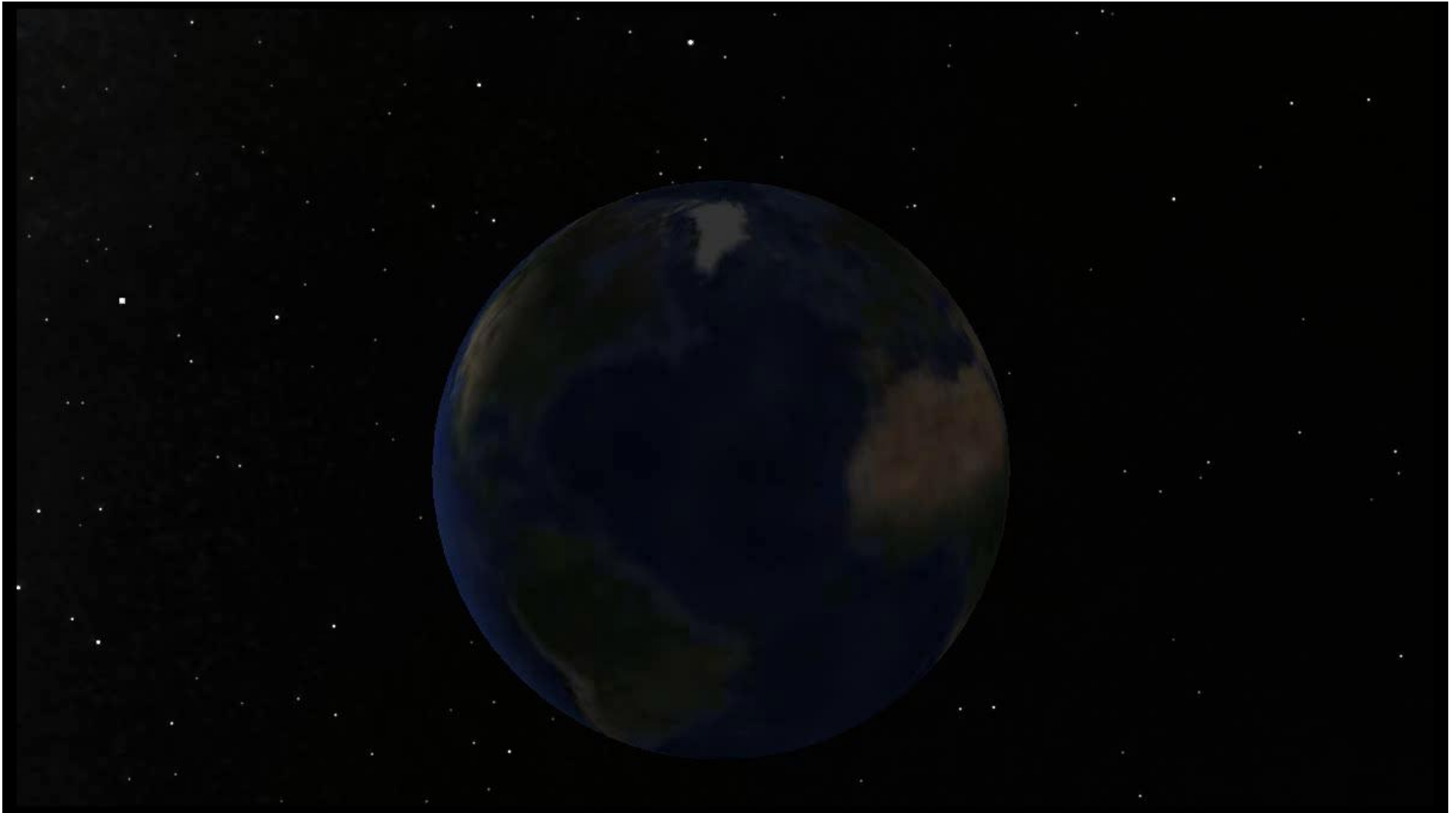
# Autonomous Driving (AD) Revolution

## Map = Sensor & Timing

- Modules of AD cars (exemplary)
- Map Suppliers assure consistency in the map clouds

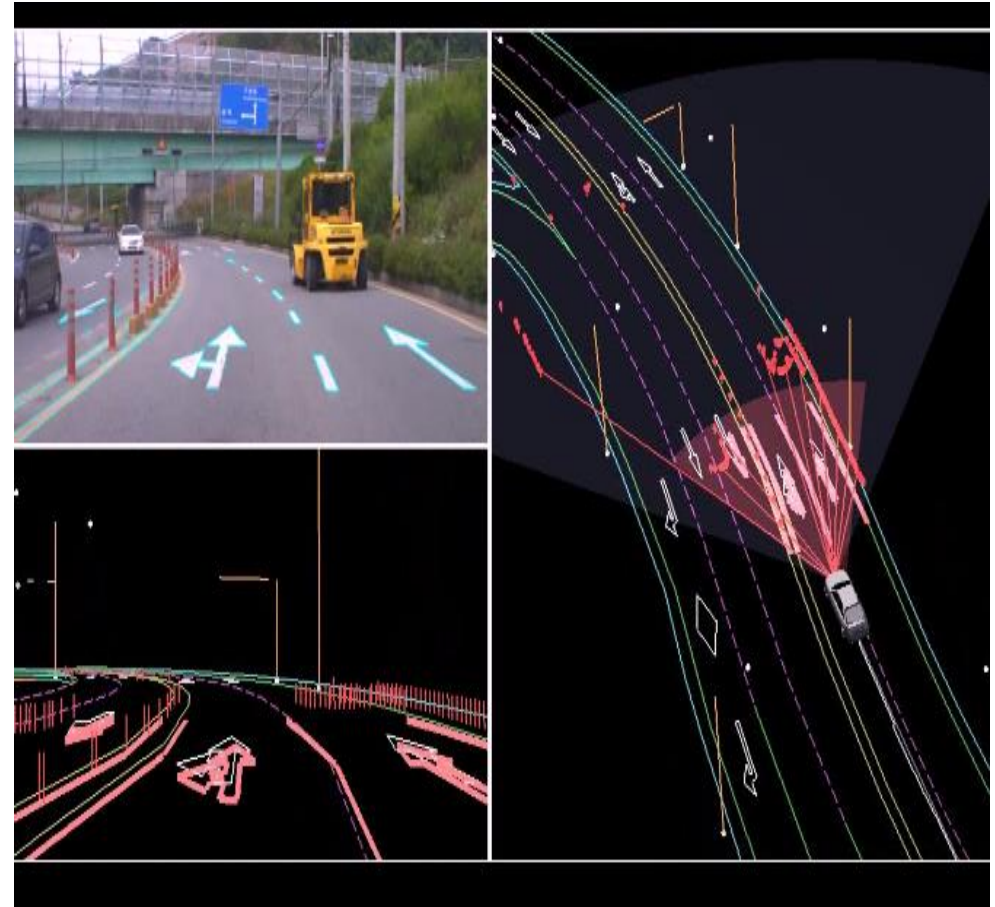
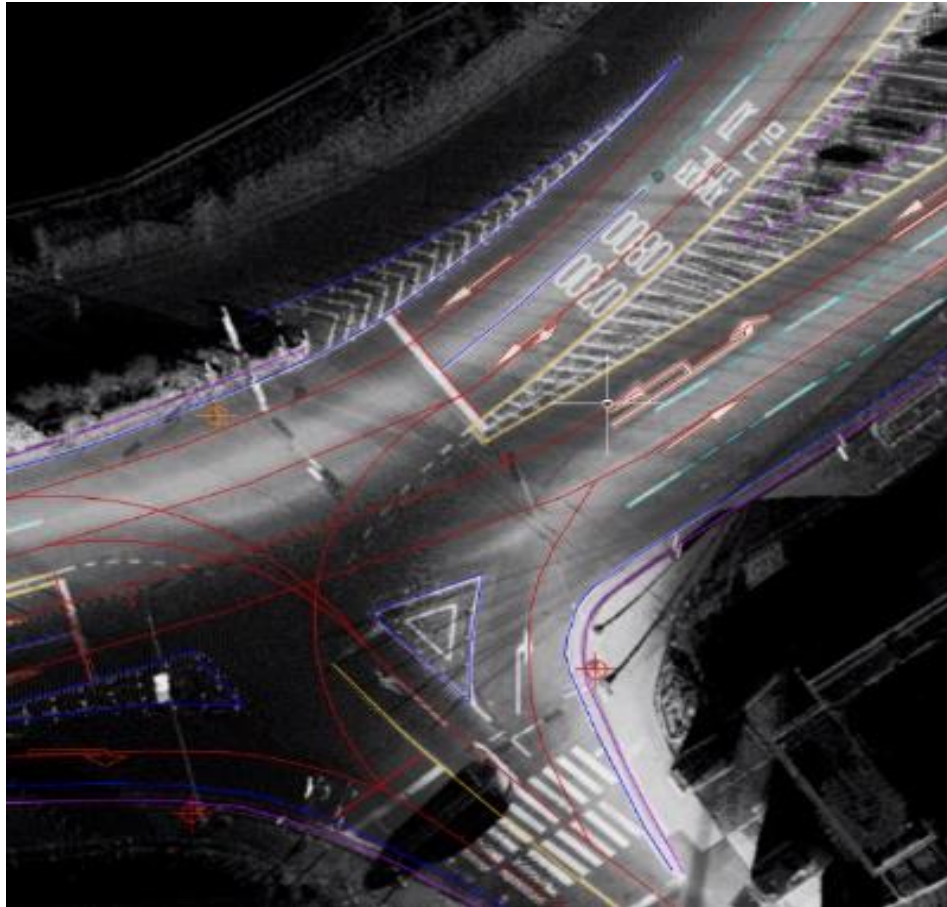


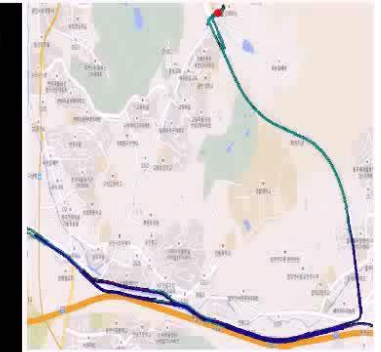
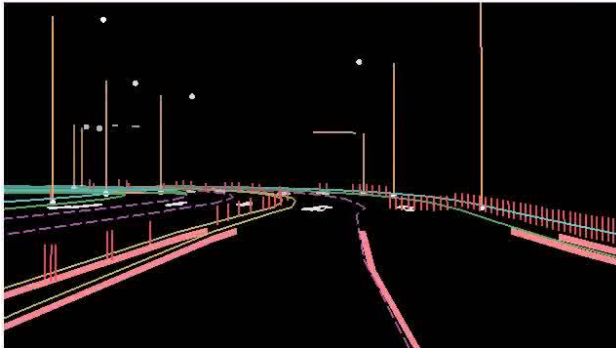
Source: The Economist





## ■ AD (Autonomous Driving) Map Sample (현대엠엔소프트 & 현대모비스)





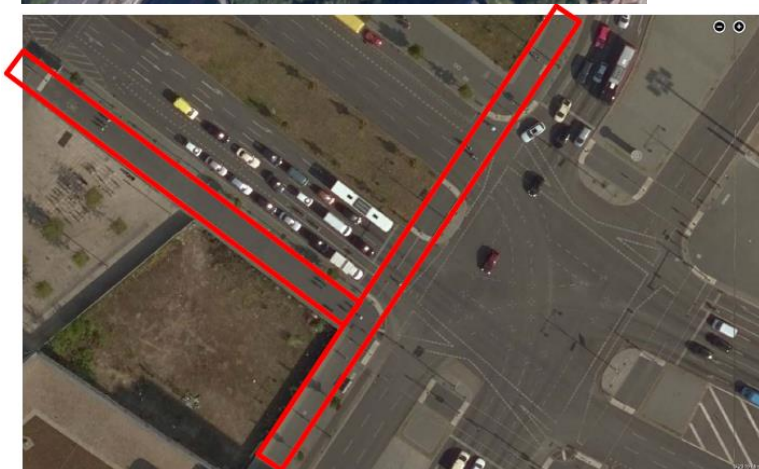
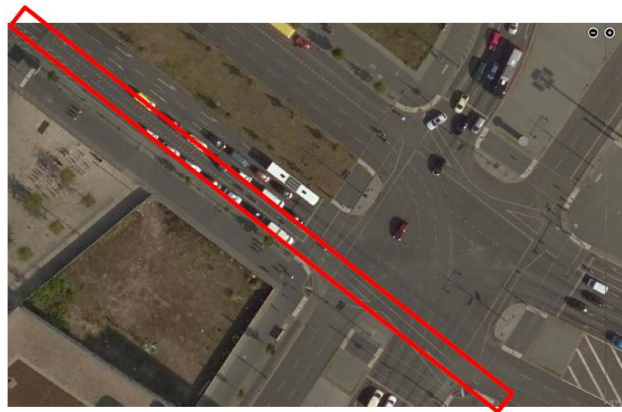
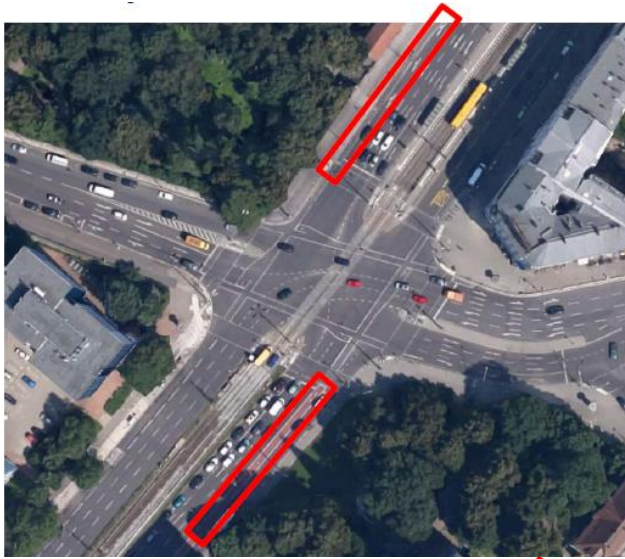
HYUNDAI  
**MOBIS**

〈출처: 현대모비스〉





〈출처:NDS〉



〈출처: NDS〉

감사합니다.