

SBD Telematics & ITS research



ADAS report and system database package

...Moving ADAS from niche to mass market



SBD presents a comprehensive ADAS package consisting of two ADAS studies combined with an all new 2008 ADAS database.

The SBD **ADAS report and system database package** provides an encompassing guide aimed at providing essential information that will help you to maximise the market opportunity for ADAS and overcome the obstacles to the growth of ADAS.

Drawing upon an in-depth understanding of ADAS development, SBD's package consists of:

- **Report 1: Growth strategies to unlock the safety benefits of ADAS** which provides information to help support the development of technical and marketing strategies to build awareness of systems and increase consumer demand
- **Report 2: HMI for ADAS - Managing the warnings** which focuses on how to recognise and overcome the challenges of managing competing warnings from the array of different systems
- **European ADAS Database-2008** which provides an easy to use detailed survey of the latest key market and system information



Model	Year	Manufacturer	ADAS System	ADAS Type	ADAS Status	ADAS Description
BMW 1 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 2 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 3 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 4 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 5 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 6 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 7 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 8 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 9 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC
BMW 10 Series	2008	BMW	Adaptive Drive	ACC	Optional	Adaptive Drive with ACC

Who will benefit from SBD's ADAS package?

SBD's ADAS package provides essential information for **vehicle manufacturers, suppliers and product planners** on the key aspects of developing effective ADAS strategies.

For additional information and price enquiries, please e-mail Juanita Appleby: jappleby@sbd.co.uk.

Alternatively, you can telephone Juanita on +44 (0)1908 305107.

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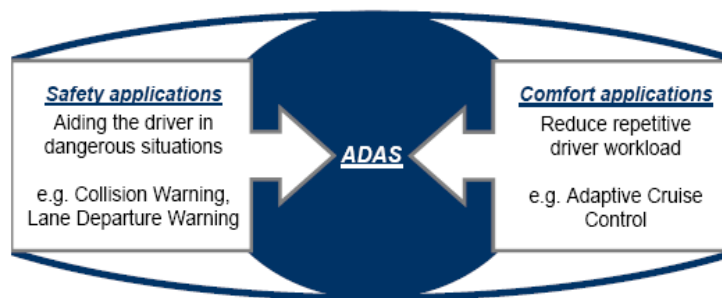
...the driving force in automotive technology

Moving ADAS from niche to mass market

Europe is witnessing a surge in the availability of ADAS, reflecting the joint efforts of the automotive industry and European governments to improve safety and enhance driver comfort. However, sales of such systems remain low and there is an increasing danger that drivers will be confused by competing warnings from multiple systems.

ADAS systems have the potential to make a significant contribution to road safety but there is an urgent need for vehicle manufacturers to adopt a common approach to presenting and managing the warnings, building on the results of the collaborative research being undertaken around the world to develop ADAS warning management systems.

The EC's approach to part-funding collaborative R&D projects has had a very positive role in advancing ADAS technologies to increase road safety and reduce road deaths in support of the eSafety initiative. However, there is a widening gap between EC-funded R&D activities and actual market adoption of ADAS systems.



SBD tackles these vital issues in two ADAS related reports and provides an up to the minute database of the ADAS offered by vehicle manufacturers in Europe.

Growth strategies to unlock the safety benefits of ADAS analyses the main factors affecting the low market penetration of ADAS systems to date and proposes a number of technical and marketing strategies to drive the safety technologies into the mass market in the future. It also considers the current imbalance between technological advancement and real-world implementation issues and suggests how this could be improved to ensure that ADAS delivers its true safety benefits to society.

HMI for ADAS - managing the warnings focuses on the challenges that the industry faces to ensure that the potential safety benefits of multiple ADAS systems are not jeopardised by poor HMI design. The report analyses the search being conducted across the globe into the issue of managing and prioritising the presentation of warnings from multiple ADAS systems to ensure the most important information is given to the driver as quickly and effectively as possible.

European ADAS Database – 2008 provides an easy to manage survey of the systems offered by each vehicle manufacturer on all of their models, together with cost, supplier and system functionality. The database will help you to benchmark competitor systems and develop and define your own competitive ADAS strategies. It is essential information for any organisation that wants to understand which systems are currently being offered in the market.

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ADAS system database

Fields examined include:

- Vehicle manufacturer
- Vehicle model
- Vehicle segment
- Start of production

For each of the following areas, information is provided on: supplier, cost, functionality and technology

- Adaptive Cruise Control
- Collision Warning and/or Avoidance
- Intelligent Speed Adaption
- Lane Departure Warning and/or Keeping
- Night Vision
- Blind Spot Monitoring



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Creator of the database

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Abhishek graduated with a Bachelors Degree in Automotive Engineering from Anna University in India and achieved an MSc in Vehicle Technology and Management at the University of Bradford. He is an expert in V2V communication, Advanced Driver Assistance Systems and Digital Media trends across Europe. Abhishek is a member of the IEEE and the SAE.

Abhishek has also written the following reports:

- *An overview of FP7 funded ITS projects*
- *A progress report on V2X communication in Europe*

For more information on all SBD reports, please visit: www.sbd.co.uk.

ORDER FORM

Please note that SBD's ADAS research is available for purchase in 'Unrestricted' format. To give you added flexibility, the **ADAS System Database** can be purchased on its own, or will be provided **FREE OF CHARGE** when you purchase SBD's complementary reports; **Growth strategies to unlock the safety benefits of ADAS** and **HMI for ADAS - managing the warnings**.

To receive your ADAS report and system package, please select your preferred **purchase option** and fax back the completed order sheet to: +44 (0)1908 305106. Alternatively, please e-mail your order to: jappleby@sbd.co.uk.

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