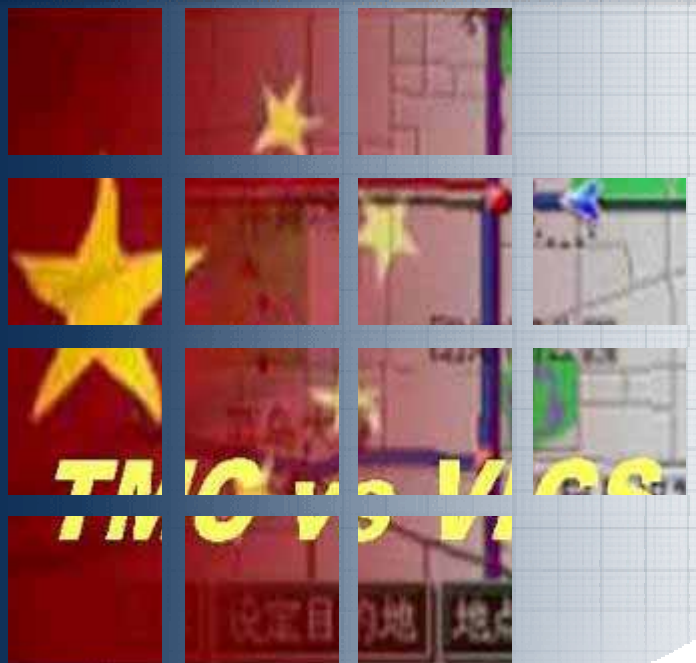


Traffic information in China

TMC vs. VICS

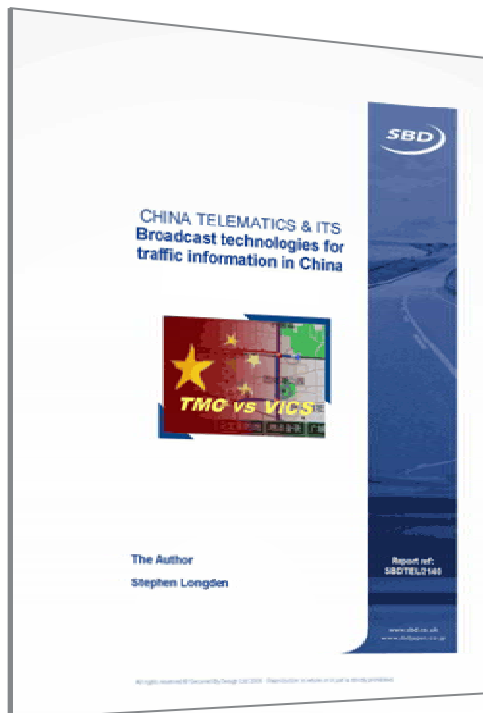
Who will win?



Make sure you choose the best technology

Fuelled by rapid growth in car ownership and increasing traffic congestion, the demand for traffic information in China has never been greater. Vehicle Manufacturers must choose between two solutions, Europe's RDS TMC or Japan's VICS. The stakes are high and failure to get this decision right could prove costly.

In '**Broadcast technologies for traffic information in China**', SBD help simplify the decision making process by providing insight into the technical options for the delivery of traffic information and analysing the relative strength of the two delivery methods.



'Broadcast technologies for traffic information in China'

This research will help you to:

- Understand the current market status and latest developments
- Determine the risk of launching RDS TMC or VICS traffic information services
- Enable you to make the right decision for the technology platform
- Plan a strategy and identify potential partners for delivering traffic information

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»» Which technology will win?

Traffic information services are beginning to emerge in China in parallel to the growing market for embedded OE navigation systems, Portable Navigation Devices (PND) and Smartphone navigation. Dynamic route guidance systems using traffic information have a strong competitive advantage over static navigation, especially as China's cities continue to suffer from ever-increasing levels of congestion.

Vehicle manufacturers and PND suppliers are therefore planning to offer traffic information services to their customers in China, as they do in many other markets. **Cellular** communications is an option for the delivery of traffic information in the short term, to get services started, but these are expected to be replaced by **broadcast** services in the medium to long term.

Competing broadcast technologies

Two rival traffic broadcast technologies are being promoted in China, both of which use FM radio data subcarriers in their simplest forms.

These are:

- **TMC** - *Traffic Message Channel* (TMC) developed in Europe
- **VICS** - *Vehicle Information and Communications System* (VICS) developed in Japan

The growing importance of the Chinese economy and new vehicle market means that many vehicle manufacturers and Tier 1 suppliers are asking “**Which technology, if any, will win the battle between TMC and VICS?**”.

The answer to this question is still unclear as the situation is fluid and complex. This report will assess the most likely outcomes through an analysis of the decision making processes and the key players.



Key questions answered:

- Which technology will dominate the Chinese market - RDS TMC or VICS?
- How will the decision be made?
- What platform do the leading service providers for traffic information in China use?
- What is the impact of national and regional differences in coverage?
- What is the influence of outside forces in Europe and Japan?

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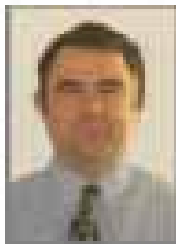
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- Helping you grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce your costs by saving you both planning and implementation time

...about the report author



Stephen achieved an MSc in Transport Planning and Management at the University of Westminster, before becoming the editor of *The Intelligent Highway* magazine. At SBD, Stephen specialises in research and analysis into automotive telematics and navigation. He has investigated a variety of ITS applications and is widely regarded as an expert on emerging markets such as China and emerging initiatives such as eCall.

Feedback Form

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- Traffic congestion
- Cellular network coverage
- Government policy

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