

## Presentation to Privacy Conference on March 29

Asked to provide a vision of ITS

Turn your clocks five years into the future

Wake up in the morning, come down for breakfast, turn on your information center monitor and tune to the weather channel. You think about how your information center really has great utility, combining what used to be your telephone, television and online computer service into one integrated system.

The weather channel has been a great success for a number of years now, demonstrating how the private sector (advertisers, value-added information providers, and communications companies (what used to be the local telephone and cable-TV companies)) can work together to sell useful information to people at a very reasonable cost.

It's about 33 degrees and there's precipitation falling, so you wonder what the roadway and traffic conditions are and tune to the transportation information channel. This is a relatively newer service that was first available through Prodigy's online service. It's modeled after the weather channel. The local transportation authorities' information gathering systems all provide travel information to a franchised private company, that, similar to the weather channel, adds value and delivers the information in useful ways. You note that a local auto repair shop advertisement features its convenience to public transportation and you remember that your car needs a tuneup.

What's really made the transportation channel useful recently is the interactive feature that allows you to query the system for only the information that is relevant to you.

You ask about the local freeway conditions and the system tells you that the roadway monitors along the freeway report icy conditions on bridges and overpasses. You ask about the expected length of time of your trip to work and it advises that it will take 40 minutes rather than the ordinary 25 minutes. It also suggests a public transportation alternative, but since you have planned to use your VISA smart card to do some shopping right after work, you can't take advantage of that today.

Since you have no time to lose, you immediately get in your car and begin the trip to work. You ask your in-vehicle real-time route guidance unit to plot your trip, and based on real-time information being broadcast via a cellular communications system by the same company that provides the transportation information channel, you note the system advises you to take the arterial paralleling the freeway to work. You wonder why, but only for a minute. The in-vehicle radio information service broadcasts that there has been an incident on the freeway. The State's freeway management system detected that a truck jackknifed on one of those icy bridges just a minute ago. They were immediately notified of its existence and exact location by the automated accident notification system that many carriers have found to be extremely cost beneficial. Traffic is being advised to divert to other routes. The system again advises that spaces at a park'n ride lot are available, and you mutter you wish you could take

advantage of it today.

The route guidance system takes you to the arterial and once you get on, you note that the green lights on the arterial seem to be unusually long. You remember watching a segment on the local government information channel recently on how the new traffic control system adapts to changing conditions and now you understand the usefulness of this concept.

Once you get past the point where the accident on the freeway occurred, the system advises you to get back on the freeway. You use the electronic toll collection lane and think how much more convenient it has been since you've been able to use your smart card for this and practically all other electronic cash transfers, including those times when you are able to use the bus. As you begin to merge, a warning goes off that causes you to check your side-view mirror again and see a vehicle has suddenly crossed into the lane in which you want to merge. You slow to let it pass, and are thankful that you chose the blind-spot warning system option in your new car.

As you approach the river crossing into town, your in-vehicle radio information system provides a verbal warning that fog near the river has greatly reduced visibility and traffic is slow. You note that a succession of overhead signs advise a reduction of speed from 45 mph to 35 mph to 25 mph, at which point you can only then see the outlines in the fog of slowed traffic on the bridge. You wonder about how many accidents such a system has prevented.

You cross the bridge safely and get off onto the local street system. Your in-vehicle route guidance system has advised that your usual parking garage still has spaces available and it directs you to it. The parking fee is also automatically debited from your smart card. You remember the old days when you had to carry a lot more cash than you do now.

Your trip took 45 minutes total, longer than normal, but not bad, you think, given the weather conditions and the accident on the freeway. You hope the trip back home will be easier, and are reassured knowing that you can use your computer system at work to check on conditions before you leave, just as you did that morning.

File: F:\HVH\HVH10\WPDATA\VISION.GWE 4/11/95