

SIP-adus Workshop 2020

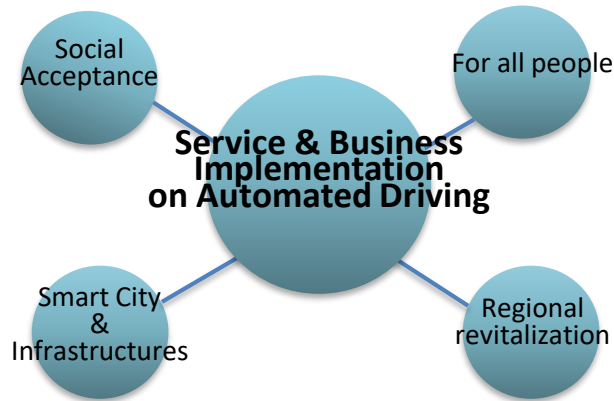
Closing for SBI session

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◆ “Automated Driving for Everyone”

- In this year’s SBI session, we covered the topics from various stakeholder’s view.



Source: Prof's Kawamoto at opening remarks

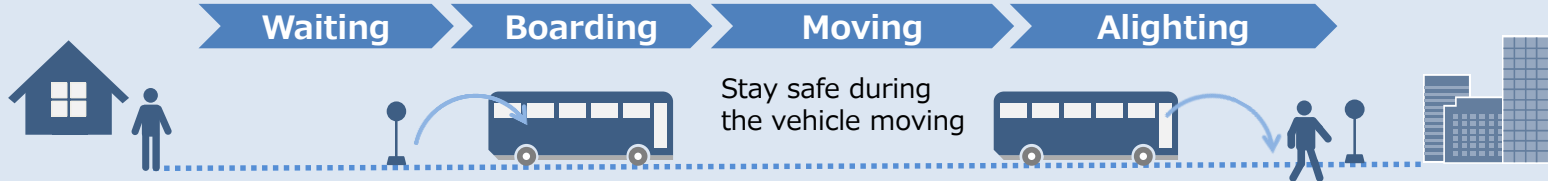
- Everyone could be a driver, passenger of the automated driving vehicle, and a citizen of the city where the automated driving services are operated.
- In order to implement the automated driving in the real life, we need to care the diversity to design automated driving for everyone.

Future items to be discussed (1)

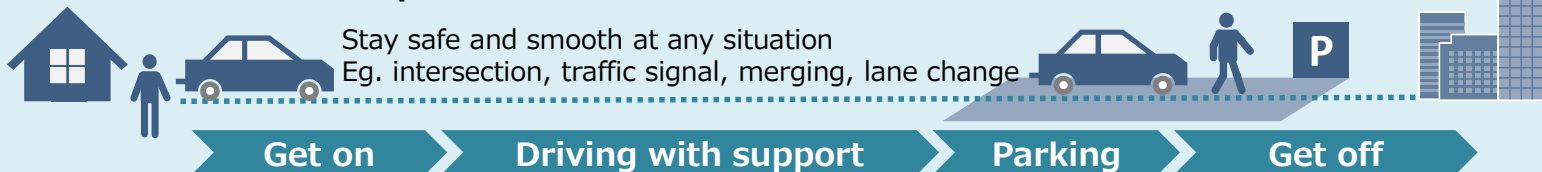
◆ Service chain-based assessment for acceptance and risk

- The acceptance for the new technologies varied by person.
- Consider the risks along with the trip service-chain, both from passenger and driver aspect.
- Then, think the solution to overcome the risks and encourage the acceptance by technology efforts, legal effort, service design effort, and branding effort.

Service-chain : Passenger's Perspective



Service-chain : Driver's Perspective



Future items to be discussed (2)



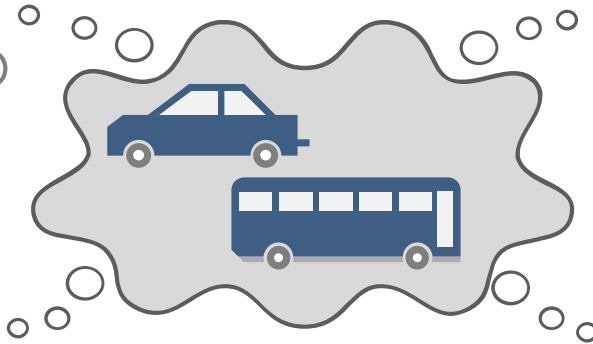
◆ Who pays how?

- The business model for the automated driving is still the big challenge to be discussed – around the world.
- We should see the real benefit of automated driving and see who can pay the real benefit for the cost.

**Better synergy
with other mode**



**Better living
with new
technology**



**Smoother and
safer traffic**



**Maximize the
efficiency of HR**

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Thank you for joining the session.

- Your questions, comments are welcome through the form.