



eCall eNewsletter: No. 2 – 18 December 2006

The eCall eNewsletter gives you regular update on eCall activities and events, as well as news from stakeholders. If you would like to comment on this service, please send your feedback to eCall@esafetysupport.org.

More information can be found on the [eCall Toolbox](#).

Contents:

- **eCall implementation prioritised in 4th Verona Ministerial Conference**
- **Iceland signs up to eCall**
- **An action plan for getting eCall back on track**
- **Further progress on eCall standardisation**
- **Austria ready for eCall**
- **European Data protection Authorities consider eCall admissible**
- **eSafety National Observers discuss progress on eCall**
- **eSafety Forum calls for increased efforts to implement eCall**
- **European Service Providers agree to push ahead with eCall**
- **eSafety initiative spurs increased customer demand for eCall**

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eCall implementation prioritised in 4th Verona Ministerial Conference

Creation date: 5 November 2006

Main conclusions of the 4th Verona Ministerial Conference held on 4 November 2006 are in the field of innovation in road safety, including new technologies.

The Conference concludes that the take-up and penetration of new and effective concepts and technologies for road safety is too slow today. New incentives and measures have to be developed and implemented.

It also agrees that awareness of available effective road safety solutions and their entry to the markets should be improved in order to encourage the development of cooperation towards advanced cooperative safety systems, such as the Pan-European emergency service and systems that could support drivers' performance and eliminate harmful driving. In this context use of the alcolocks could also be considered.

The Conference considers that new innovations are necessary for the development of road safety in Europe especially beyond 2010. It is of major importance to foster the cooperation between the Member States, the Commission, private industry and civil society and to make use of available mechanisms, e.g. the 7th Framework Programme for new innovations. Innovations can offer totally new concepts and services, and also enhance the available practices. Major new "co-operative" systems (driver-vehicle-infrastructure) may be available in the future.

The Ministers of Transport assert that the deployment of the main new road safety applications for supporting drivers in stabilising the vehicle, keeping the appropriate speed and assisting braking in dangerous situations should be promoted.

Iceland signs up to eCall

Creation date: 13 December 2006

Following the presentation of the eSafety Commission Communication titled "Bringing eCall back on track" in the Telecommunications, Transport and Energy Council of 11 December, Iceland signed the eCall Memorandum of Understanding (MoU). This brings up to 10 the number of countries which have signed the Memorandum.

On the signature event of the MoU Mr. Sturla Böðvarsson, Minister of Transport and Telecommunications stated: *"We are convinced that eCall will help save lives and therefore fully support the Commission in all its efforts to realize this service. We are please to be able to demonstrate our commitment by now handing over a signed declaration of two key players in the chain of starting eCall service in Iceland. We firmly believe that we will have required facilities for eCall in place as a part of a Pan-European eCall service in due time to the benefit of road users including Icelandic citizens and the growing number of tourists".* The Minister handed over two other Memoranda signed by Icelandic organisations:

Neyðarlínan hf, the Reykjavík PSAP, and New Development á Íslandi ehf, company specialised on in-vehicle equipment.

Commissioner Viviane Reding congratulated Iceland for joining Finland, Sweden, Greece, Italy, Lithuania, Slovenia, Cyprus, Switzerland and Norway in the growing list of countries that have signed the MoU. *"This is an important step towards the implementation of the pan-European eCall service. I welcome the commitment showed by the Government of Iceland and other Icelandic organisations to advance on its implementation. I hope that other European countries will follow your example soon. eCall is for the benefit of all European citizens!"*



For more information, please visit the [eCall Toolbox](#).

An action plan for getting eCall back on track

Creation date: 13 December 2006

The European Commission has proposed an urgent set of actions to restart moves to roll out the in-vehicle emergency call eCall in Europe. The Commission-industry action plan agreed in 2005 to add eCall to all new cars in Europe by 2009 has stalled, warns the Commission status report of 23 November. While there has been significant progress at European level, some Member States have been slow to invest in infrastructure, and industry now refuses further action.

"We urgently need to get eCall back on track," said Viviane Reding, EU Commissioner for Information Society and Media. *"We have the technology. Now we need industry and Member States to move up a gear and help us make Europe's roads safer sooner rather than later."*

The initial 2005 Commission-industry agreement contained a framework for rolling out eCall in Europe, targeting Member States which had to invest in emergency rescue service infrastructure. The Commission also agreed to monitor progress closely, and to take further action if eCall deployment was endangered. As eCall is based on the single European emergency number 112 and its location enhancement, E112, their implementation was also followed.

This led to serious concerns. While the Commission has taken several measures supporting eCall deployment and standardisation, and some Member States have already started eCall deployment, many are not on track with the necessary infrastructure. Industry has already reacted with a new deployment timetable of 2010 instead of 2009.

The Commission's response is the Communication adopted on 23 November, "Bringing eCall back on track – Action Plan". It presents two actions that are crucial for making eCall a reality:

1. Member States have been given clear actions with deadlines for solving the remaining legal, technical and socio-economic issues and proceeding with the necessary 112, E112 and eCall infrastructures;
2. Industry is asked to renew its commitment to eCall. The Commission will also start negotiations with the associations of the automotive industry on a voluntary agreement for introducing eCall devices into vehicles.

The Commission will provide further assistance by working on privacy and standardisation, and through field tests and public awareness campaigns, as part of the Intelligent Car initiative within the Commission's i2010 strategy - a European Information Society for growth and jobs.

Further progress on eCall standardisation

Creation date: 13 December 2006

The Mobile Standards Group of the European Telecommunication Standardisation Institute (ETSI-MSG) met on 2-3 November 2006. The European Commission gave a mandate to ETSI in 2005 to standardise the necessary eCall transport protocol by which the Minimum Set of Data (MSD) will be sent via the mobile telecommunication network (e.g. GSM) to the Public Safety Answering Point (PSAP).

To ensure the functionality of eCall in the future, the transport mechanism for the MSD needs to be defined not only for GSM-, but also for UMTS-networks. This technical task was forwarded to the 3rd Generation Partnership Project (3GPP), which brings together a number of telecommunications standards bodies. The technical work to standardise the codec for an eCall in band transmission will be done in 3GPP's SA WG4, which is setting up a "New Work Proposal - In Band transmission". 3GPP's SA WG4 deals with the specifications for speech, audio, video, and multimedia codecs.

Additional eCall requirements were also discussed at the meeting, namely the residual error rates tolerable by the emergency centres and the necessity of

having the MSD sent and acknowledged within 4-seconds. These requirements will in turn be communicated to the 3GPP SA WG4.

ETSI Chairman Francois Courau also informed participants that the UK and France have no objections against eCall 112 calls without a SIM card, provided that they can be discriminated from normal 112 calls. The standardisation of this discriminator in the GSM/UMTS specification must be done by the 3GPP.

The next ETSI MSG meeting will take place on 29-30 January 2007.

Austria ready for eCall

Creation date: 13 December 2006

Results from the Austrian eCall pilot project show that 72% of eCall alarm messages were handled within two minutes, with a further twelve percent handled within 4 minutes, meaning that in 84% of cases help could have been on the way in less than four minutes.

The trials also showed that more than 60% of drivers would agree to pay €9 - €14 per month for an eCall subscription which would allow them to get prompt support in case of an accident or an emergency. Moreover, almost 50% of drivers were willing to pay at least €300 for the eCall hardware and installation. The pilot project also found a willingness among drivers to pay for additional services to eCall, with 71% saying they would pay for breakdown assistance via the system, 61% interested in receiving travel information and 20% willing to receive weather information.

The pilot project was conducted by the Austrian Federal Ministry of Transport, Innovation and Technology together with Dolphin Technologies, ÖAMTC and Mobilkom Austria between July and September 2006.

In the test scenario, when an eCall alarm is triggered, the ÖAMTC operation centre is informed in two different ways. It receives an SMS message, which is reformatted into an email containing relevant data about the driver and the vehicle, as well as the position of the vehicle emitting the alarm. At the same time, a voice call to a dedicated operation centre telephone number is triggered, with an integrated voice processor informing about the reason of the alarm (accident, emergency, theft) and the identity of the vehicle.

Volunteers for the eCall project were sought by the Austrian Federal Ministry of Transport, Innovation and Technology through public advertisements. The 100 selected volunteers then had eCall technology installed on their vehicles and had to trigger at least 10 alarms by using the emergency button.

European Data protection Authorities consider eCall admissible

Creation date: 07 December 2006

The independent European advisory body on data protection and privacy, the “Article 29 Working Party”, adopted a “Working document on data protection and privacy implications in eCall initiatives” on 26th September 2006.

In the [paper](#), the Article 29 Working Party recognises the socio-economic benefit and public safety value that the wide introduction of the harmonised pan-European eCall service might bring to citizens and addresses the associated privacy and data protection implications.

Two implementation options for of eCall are analysed in the document:

- 1) eCall chosen on a voluntary basis
- 2) eCall as a mandatory service

In the case of a “voluntary basis” implementation of the service, a user-friendly solution with a free of charge possibility to activate/de-activate the eCall service on a case-by-case basis should be introduced. Any pressure from third-parties to keep the eCall tool activated is considered illegal. For the “mandatory” option, rules have to be embodied in a dedicated law, taking into account data protection principles. Privacy enhancing technologies should be embedded in the system in order to provide eCall users with the desired level of privacy protection.

The Working Party also analysed the privacy and data protection implications resulting from the inclusion, into the eCall value chain, of Service Providers providing value added services. Here, the rules on data security must be strictly complied with, in particular as some of these data to be processed are of a sensitive nature. Finally, the Working Party has addressed other issues around eCall, namely the concerns related to the creation of databases by telecommunication operators, storage periods of collected data and issues related to the security of the data stored.

In its conclusions, the Article 29 Working Party recommends a voluntary approach to the pan-European introduction of eCall. It recognises that, from a data protection point of view, an emergency call released automatically or triggered manually and resulting in geo-localisation of the emergency event is in principle admissible, provided that a legal basis exists and that sufficient data protection safeguards are provided.

eSafety National Observers discuss progress on eCall

Creation date: 07 December 2006

On 2 and 3 November, eSafety National Observers met with European Commission and eSafety Support experts in Stockholm and Helsinki to discuss eSafety priorities. Progress towards the pan-European implementation of eCall was on top of the agenda.

The reports from the Observers show that the European Emergency Number 112 is globally known at European level, and in many countries, emergency centre operators can answer calls in other languages than the national language. However, the implementation of e112 and eCall remains very fragmented.

There are wide variations from country to country in the way the emergency centres are structured and every Member State faces different difficulties in how to manage this structure in relation to eCall implementation. Very few national mobile network operators transmit the caller location of a call placed from a mobile phone to the emergency centres, but in most Member States there are plans to upgrade the 112/E112 infrastructure.

Different activities have been carried out at national level in the period 2004-2006 to accelerate the deployment of eCall, with some countries organising eCall tests and demonstrations. However, no real campaigns on eCall at national level were reported, even if eCall is relatively widely discussed in technical magazines and on TV in some countries.

Different bottlenecks were identified for the implementation of eCall: investments in the emergency centre infrastructure, incomplete standardisation, the difficult organisational structure of the emergency centres and the lack of information and a legal framework all contribute to delaying the full-scale roll-out of eCall.

An effort is consequently needed to commit the remaining Member States to sign the [eCall Memorandum of Understanding](#), agree on an eCall standard, organise more pilot trials to test user acceptance and emergency centre organisational models, and plan awareness campaigns.

The Commission reported on the standardisation process currently ongoing within the European Telecommunications Standards Institute (ETSI) and on the standardisation of the minimum set of data ongoing in the International Organisation for Standardisation (ISO), renewing its commitment in pushing this forward.

The presentation of the eCall report and the details of the discussion can be found [here](#).

eSafety Forum calls for increased efforts to implement eCall

Creation date: 01 December 2006

More than 100 eSafety stakeholders came together in Brussels on 8 November 2006 for the 6th eSafety Forum Plenary meeting to discuss how to move ahead with the Intelligent Car Initiative and eSafety in Europe.

The eSafety Forum is a joint platform involving over 150 active members representing all road safety stakeholders. The Forum's general objective is to promote the development, deployment and use of Intelligent Vehicle Safety Systems, so-called eSafety systems.

Highlights of the meeting included the presentation of the 3rd Commission Communication 'Bringing eCall back on track' and the presentation and adoption of the 'Information and Communication Technologies for Mobility Strategic Research Agenda'. Mr Rudolf Strohmeier, Head of European Commissioner Viviane Reding's Cabinet, made a keynote address stressing the importance of bringing the benefits of the information society to the citizens. Mr Strohmeier pointed to eCall as a good example of how this can be achieved, but cautioned that the target of full-scale roll-out of eCall would not be accomplished if the Member States did not step up their efforts in upgrading their emergency service centres.

The eSafety Working Groups presented the latest results of their activities, and two new Working Groups were presented: Service oriented architectures and ICT for clean mobility.

More information about the [6th eSafety Forum Plenary meeting](#).



European Service Providers agree to push ahead with eCall

Creation date: 03 October 2006

European Service Providers met with the European Commission and DG eCall representatives' on 12 September to define their future role in the deployment of eCall, the pan-European in-vehicle emergency call system. Generated either manually by vehicle occupants or automatically via sensors after an accident, the eCall device will via the single European emergency call number 112 notify the nearest emergency services, providing them with a range of information including the exact location and time of the accident as well as the vehicle identification.

The 12 September meeting concluded that:

- European Service Providers should play an active role in the implementation of eCall by supporting the rapid introduction of the basic eCall service, but also by providing additional value added information to the 112 emergency call operators.
- The meeting identified a need to specify and agree on a common pan-European interface between European Service Providers and 1st level Public Service Answering Points (PSAPs) in order to ensure that the PSAP operators will have access to the value added information provided by the various Service Providers.
- The European Service Providers could also take on the role as first level PSAP in some regions of Europe where this is more cost efficient or effective. This is for example done today in the UK.

The meeting concluded that there was broad agreement among participants to press on for the speedy adoption of the basic eCall solutions.

For more information about eCall, visit the [eCall Toolbox](#).

eSafety initiative spurs increased customer demand for eCall

Creation date: 31 July 2006

The German automobile club ADAC, Europe's largest automobile club, has completed its 7th year as a telematics service provider in Germany. eCall is a key part of their service portfolio and at the time of writing it has responded to over

7,000 emergency calls from ADAC members, non-members and car manufacturers.

Generated either manually by a vehicle occupant or automatically via activation of in-vehicle sensors, an eCall will establish voice contact with the nearest emergency centre and automatically transmit a minimum set of data about the accident.

Increased demand

“We have also suffered from the low customer acceptance of the early years, as all players have had to, but we never thought of giving up or close the service, as many players have had to during the last years,” says Dietrich Heide, CEO of ADAC Service GmbH, responsible for the telematics offer. “Since early 2005, we have noticed more customer demand regarding telematics services – and eCall.”

ADAC estimates that one reason for this is the eSafety initiative and its eCall Road Map, which aims at equipping all new vehicles in Europe with an automatic emergency call system as of 2010. Together with other leading automobile clubs within the ARC-Network, ADAC actively contributes to the eCall discussion and development at both European and national level.

eCall is top priority

ADAC members expect a good service and information about all telematics services and products, and the eCall service is one of the most important issues for safety on the road. ADAC sees offering this service to members and non-members as one of its top priorities.

For more information, please contact [Dr. Esin Bozyazi](#), AVI ADAC e.V..

For more information about eCall, visit the [eCall Toolbox](#).
