



V2P(Vehicle to Pedestrian) deployment

September 11, 2014

Kunio SEGAWA

MAZDA Motor Corporation

Cross-ministerial Strategic Innovation promotion Program (SIP)



Contents

1. Showcase @ ITS WC TOKYO 2013

2. SIP - V2P development

3. Next step

4. Summary



1. Showcase @ ITS WC TOKYO 2013

The cutting edge national cooperative ITS project showcase on metropolitan Tokyo public roads

Next Generation DSSS (I2V)

Intersection collision avoidance & safe and smooth flow utilizing signal information



ITS GREEN SAFETY
For a Greener & Safer
Traffic Society

Cooperative Advanced Safety Vehicles (V2V, V2P)

Intersection driving support systems by V2V, V2P communication



Smartway with ACC/CACC (I2V, V2V)

SAG-congestion mitigation service on expressways utilizing ITS Spot and ACC/CACC



ITS Spot Services (I2V)

The world's first cooperative service to support safe and comfortable drive



Mobile and ITS Spot cooperative services (I2V)

Safe and comfortable urban transportation by new traffic information networks



1. Show Case @ ITS WC TOKYO 2013

The cutting edge national cooperative ITS project showcase on metropolitan Tokyo public roads

Cooperative Advanced Safety Vehicles (V2V,V2P)

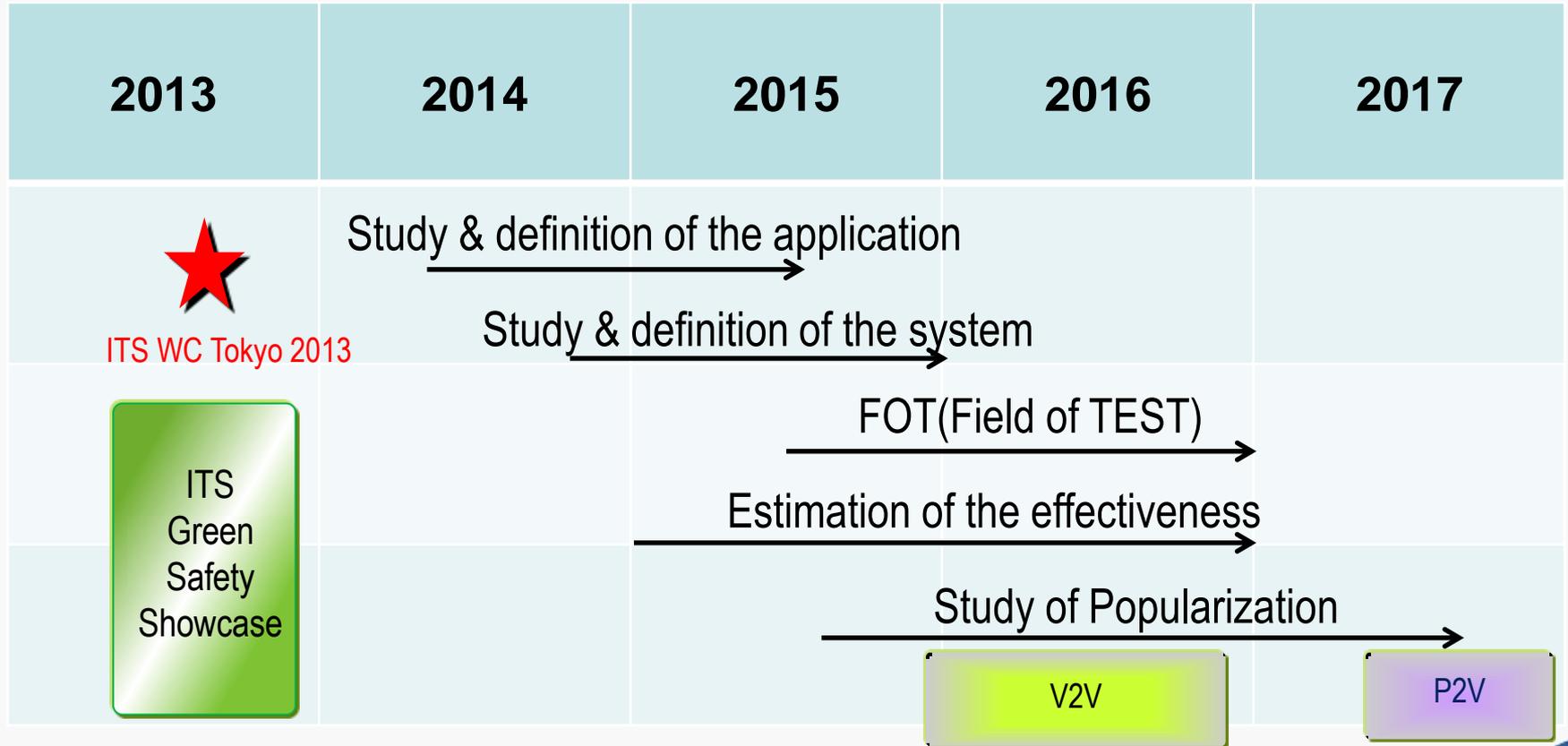
Experience services with test cars from 16 participant companies



Cross-ministerial Strategic Innovation promotion Program (SIP)



2. SIP - V2P development



2. SIP - V2P development

1. SIP proceeds V2V, V2P technology development
2. SIP is going to perform FOT (on same selected cities) for deployment within 2015
3. Define the appropriate V2P system (including a terminal type, a mobile-phone network type, (I2P)Infrastructure to pedestrian system) after clarified system requirements
4. As a public-private sectors collaboration, proceed in cooperation with V2V



3. Next step

1. **Decision of Leader sectors who forward technology development of V2P: by 2014**
2. **According master schedule, PDCA cycle will be practiced.**



4. Summary

1. **SIP proceed technology development for deployment of the V2P system of the showcase of ITS World Congress Tokyo 2013.**
2. **Car-OEMs forward V2P development with public-private sectors collaboration.**

