



European Innovation Partnership on Smart Cities and Communities  
Workgroup in New Mobility Services initiative  
Action Cluster Sustainable Urban Mobility

# Webinar ISA and Digital Maps

March 26th 2019 15.00h CET



## NEW MOBILITY SERVICES

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Sustainable Urban Mobility



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The goal of this webinar is to inform the audience about the importance of *Digital Maps* for the successful implementation of Intelligent Speed Assistance (ISA) technology. This Webinar is especially organized for Road Authorities and other organizations that are responsible for the availability of digital road maps. The Webinar aims at informing Road Authorities about the need for improving road safety by deploying ISA technology and to encourage them to ensure high accuracy in digital maps.

The webinar is hosted by Sophie van Velzen, co-coordinator of the ISA Working Group of the New Mobility Services initiative. Guest speakers are Peter Defreyne (Ixortalk), Christian Kleine (Vice-President of the TN\_ITS Platform) and Stephanie Leonard (TomTom).

At the last quarter of this 60 minutes webinar you will have the opportunity to actively engage with the speakers during a live Q&A and discussion.

Because the webinar is only available for a limited number of attendees we kindly ask you to register for the webinar using this link: [https://zoom.us/webinar/register/WN\\_gZhI0F55T2Of1NsIMLCbYQ](https://zoom.us/webinar/register/WN_gZhI0F55T2Of1NsIMLCbYQ)

### Background information

ISA is a technology that helps drivers to adhere to speed limits. Exceeding speed limits and driving at unsafe speeds are responsible for about one third of the deadly road accidents. ISA, by advising the driver what the safe optimal speed on a stretch of road is or by automatically adjusting the vehicle's speed to that safe optimal speed can save lives and make our roads much safer.

In February 2019 the European Parliament Committee on Internal Market and Consumer Protection (IMCO) voted on the revision of the General Safety Regulation EC 661/2009 including ISA. The implementation of ISA is now mandated in all new cars from 2022. In the meantime, the ISA Working Group is about taking action. ISA technology is available and can already contribute to safer roads and reduction of road accidents. To foster early adoption of ISA, we aim to optimize conditions. Higher accuracy of Digital Maps is one of those conditions for successful deployment. We invite you to exchange on thoughts, knowledge and questions with our expert panel on this subject.

### Programme

15:00

**Introduction** by Sophie van Velzen, Junior Project manager Smart & Green Mobility for the City of Helmond and co-coordinator of the ISA Working Group of the New Mobility Services initiative.

15:10

**Peter Defreyne**, managing Ixortalk and director at Udini. Peter will elaborate on the Ixor project "ISA in practice" that aims to revise and modernize ISA through a state-of-the-art validation of data.

15:20

**Christian Kleine**, Vice-president TN\_ITS; TN\_ITS is concerned with the exchange of information on changes in static road attributes. They stress the importance of digital maps for ITS, thus ISA, being up to date for attributes that are critical in terms of safety and efficiency.



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15:30

**Stephanie Leonard**, Strategic Business Development Manager at TomTom; Stephanie will construe ISA from a service provider's perspective.

15.40

**Discussion**

If you are interested in the activities of the ISA working group, please contact: [s.van.velzen@helmond.nl](mailto:s.van.velzen@helmond.nl)