

What Next ?

1. Transfer from “Made in Taiwan” to “Created in Taiwan”
2. Need Knowledge-based Economy and High-Margin Business
3. Generate a rich portfolio of intellectual capital (IC)

“Automotive Networking and Telematics Applications”

By

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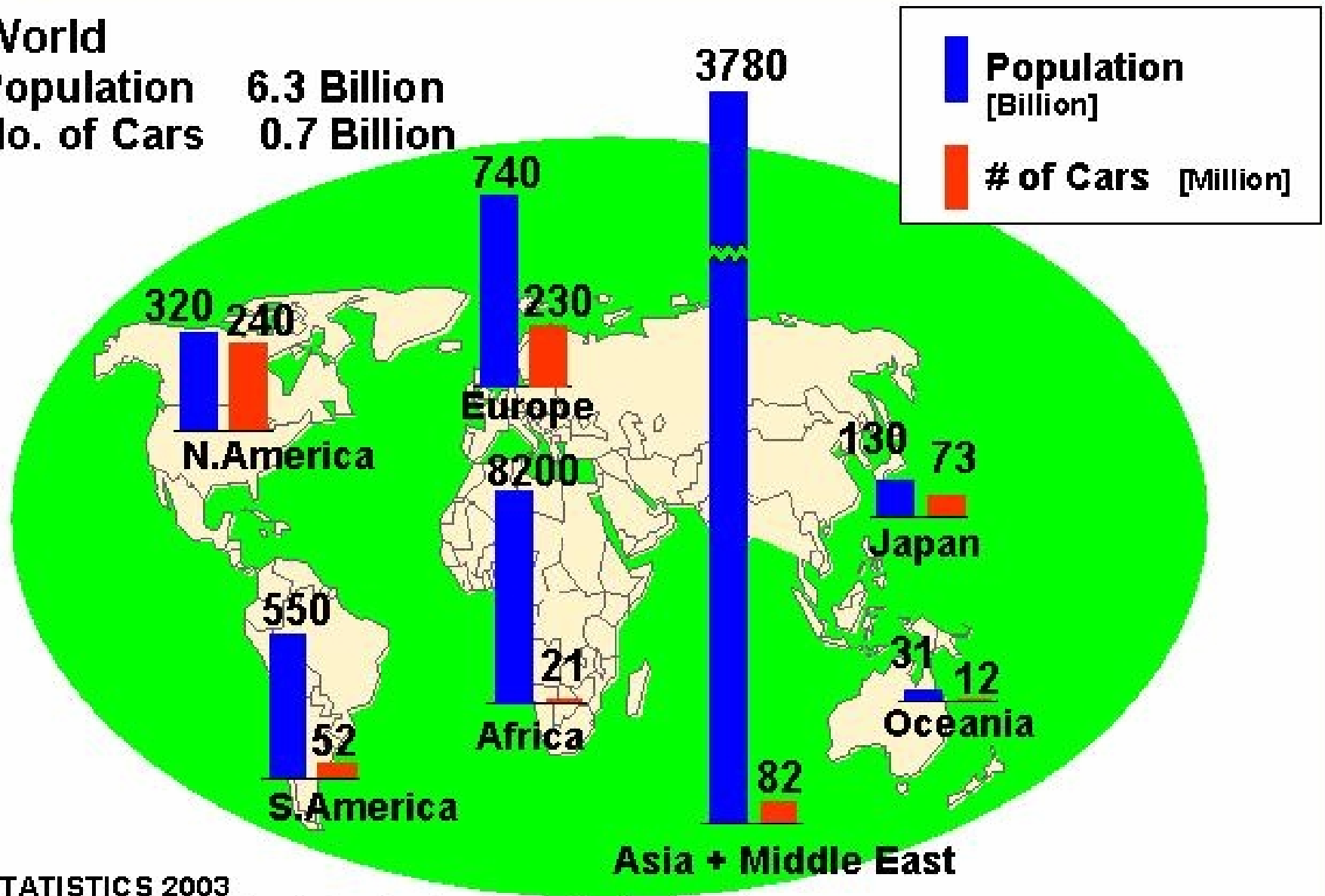
August 14, 2006

Automobiles of the World

World

Population 6.3 Billion

No. of Cars 0.7 Billion



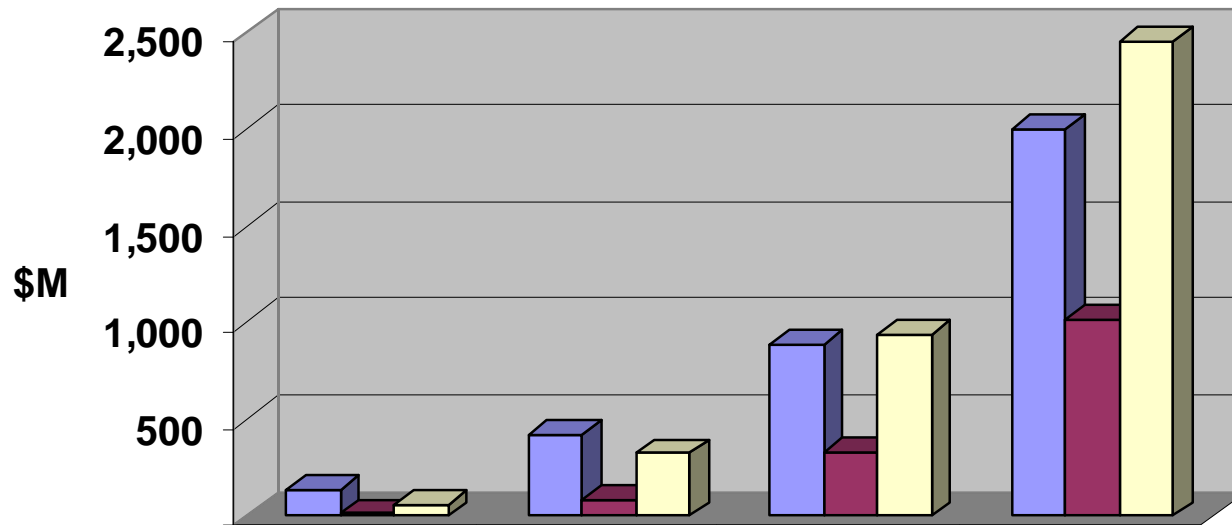
OICA STATISTICS 2003

(OICA: Organisation Internationale des Constructeurs d'Automobiles)

Aug 25, 2005

Telematics Systems Growth in Asia Pacific (47% CAGR)

Telematics-Enabled Auto Sales in Asia Pacific

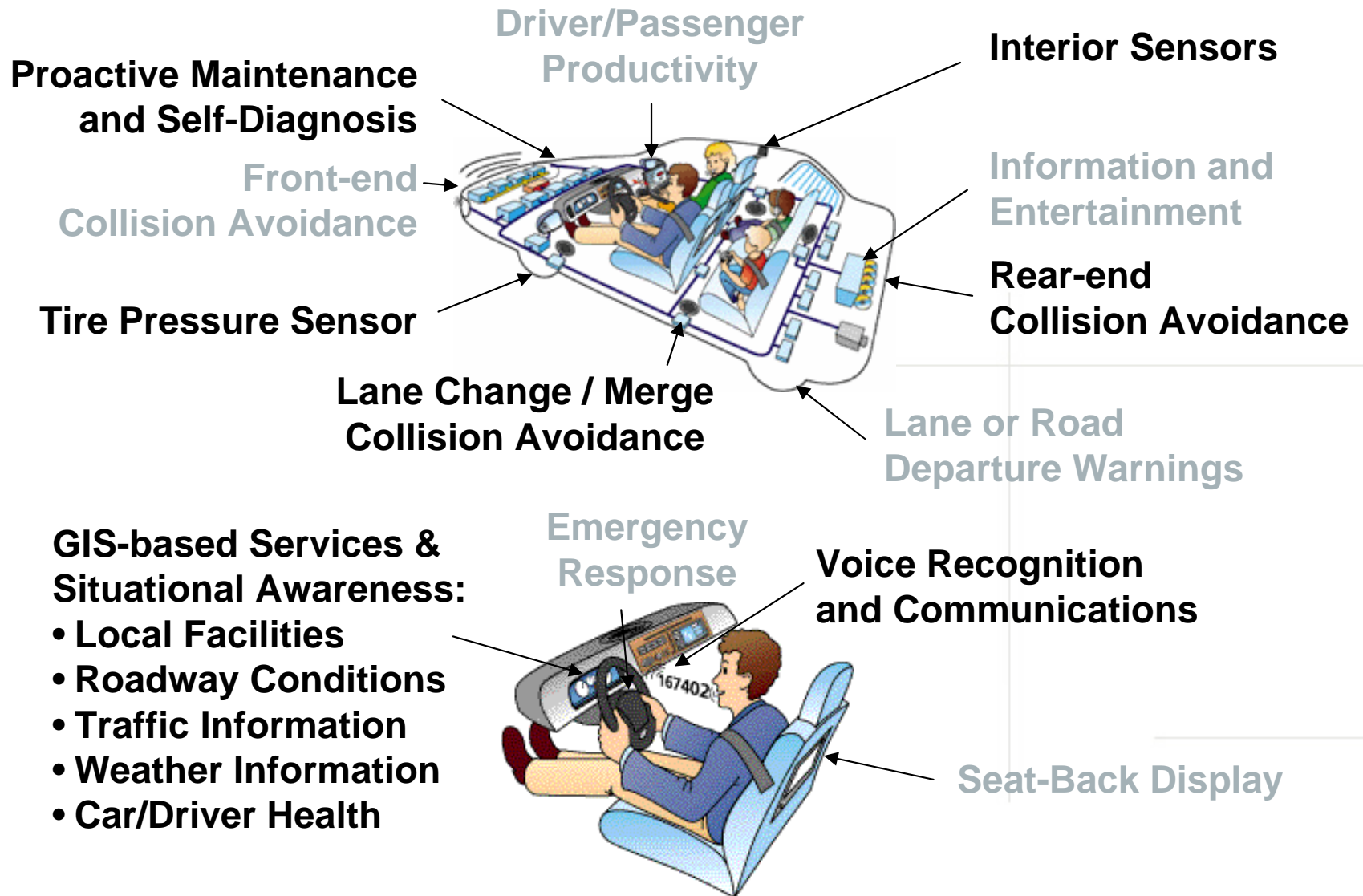


	2003	2005	2007	2010
Monitored	138	421	886	1,999
Non-monitored	14	88	329	1,016
Mobile Devices	57	326	942	2,456

Source: Telematics Research Group 2003

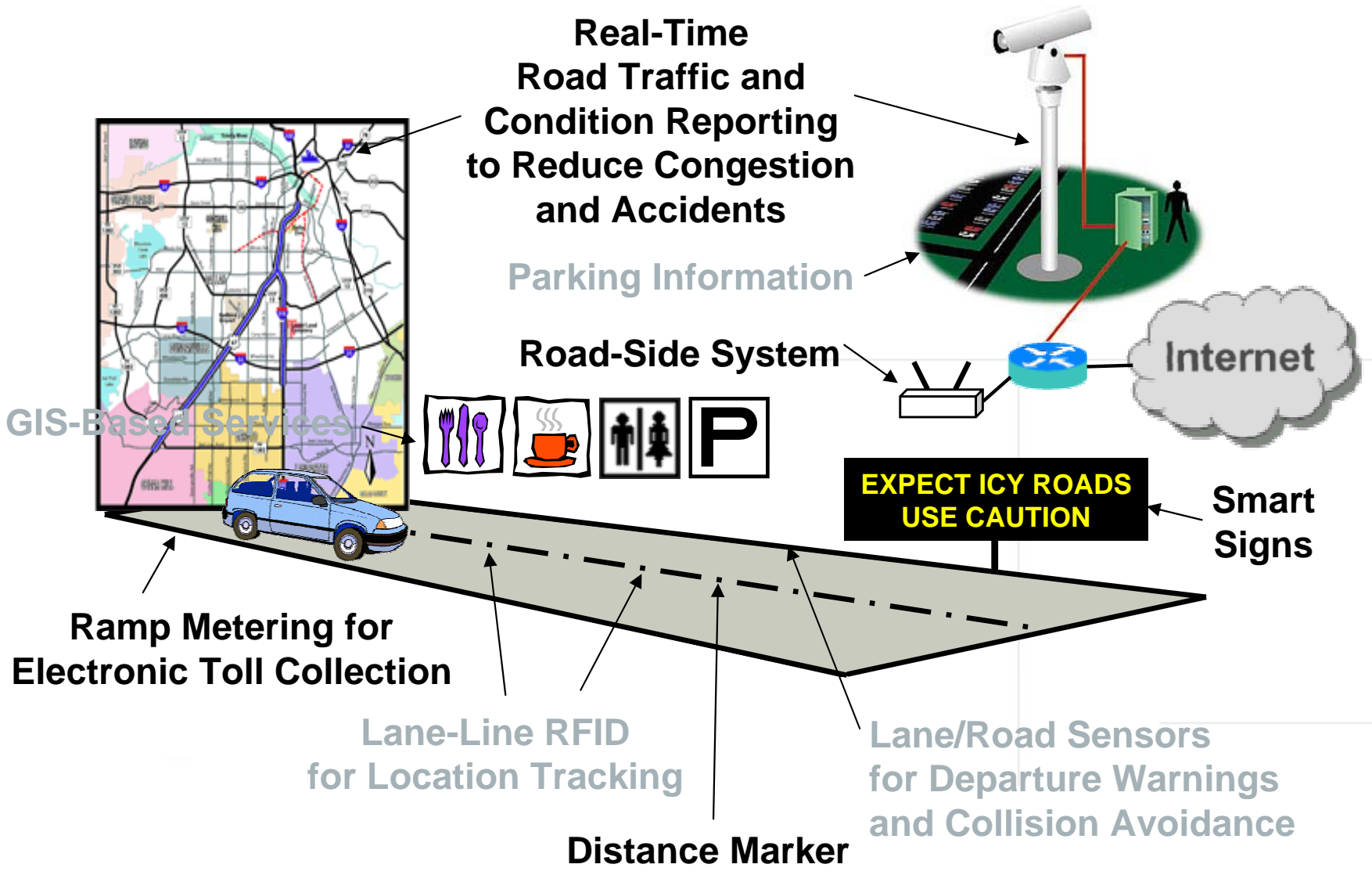
.CAR

A Ubiquitous Communications Node



.ROAD

Ubiquitous Awareness for Transportation



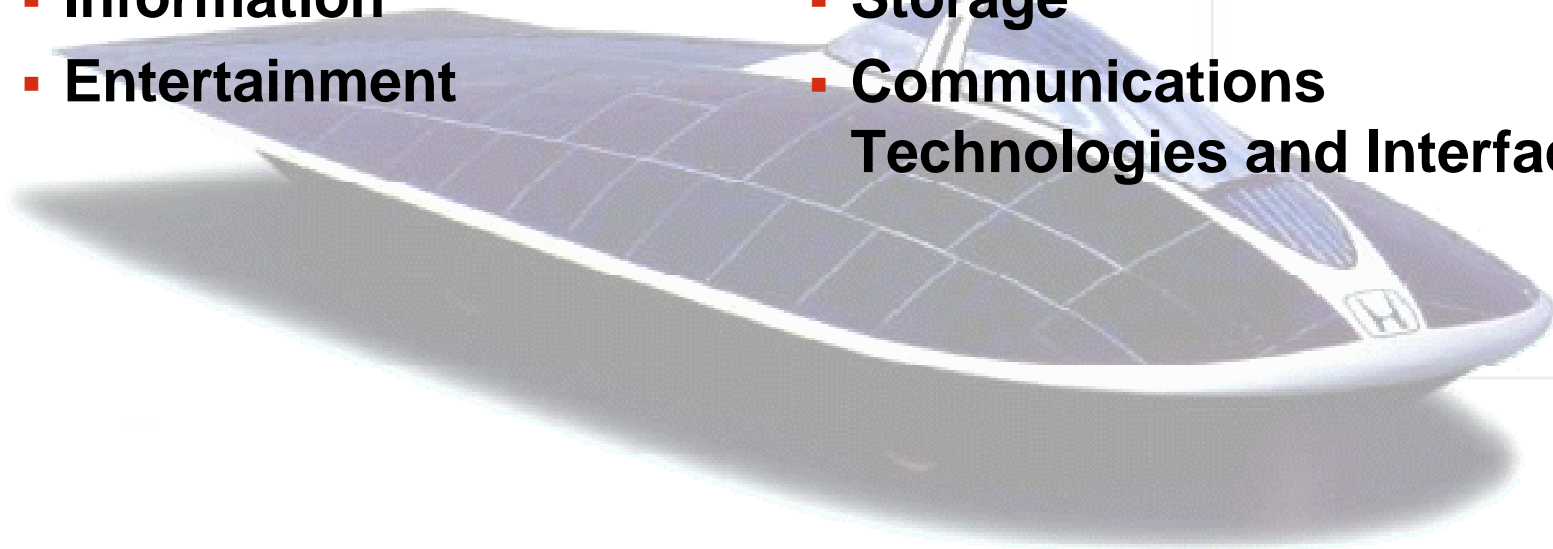
Communication is an Enabler for

Dramatically
Improved

- **Safety**
- **Security**
- **Efficiency**
- **Convenience**
- **Information**
- **Entertainment**

Based on

- **Software and Applications**
- **Protocols**
- **Intelligence and Autonomy**
- **Computing**
- **Networking**
- **Storage**
- **Communications
Technologies and Interfaces**



This is all about

.NET



.CAR



.ROAD

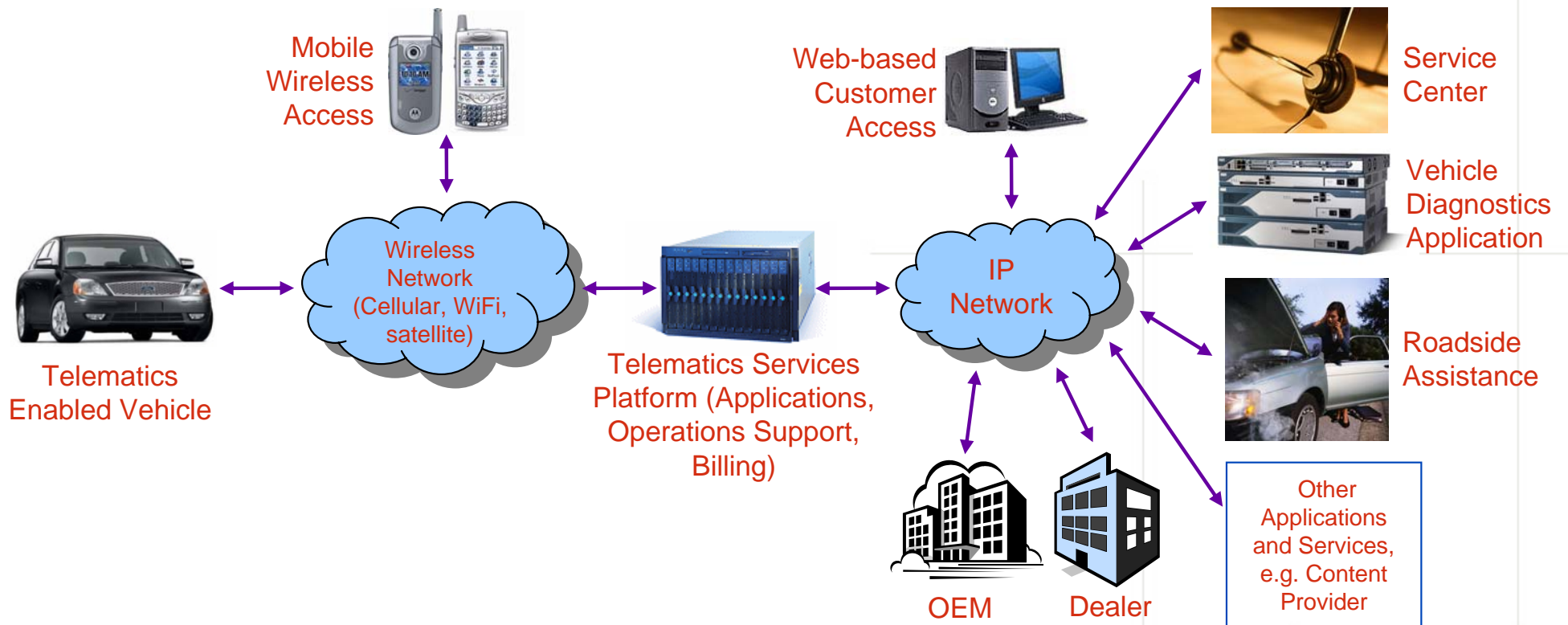


人

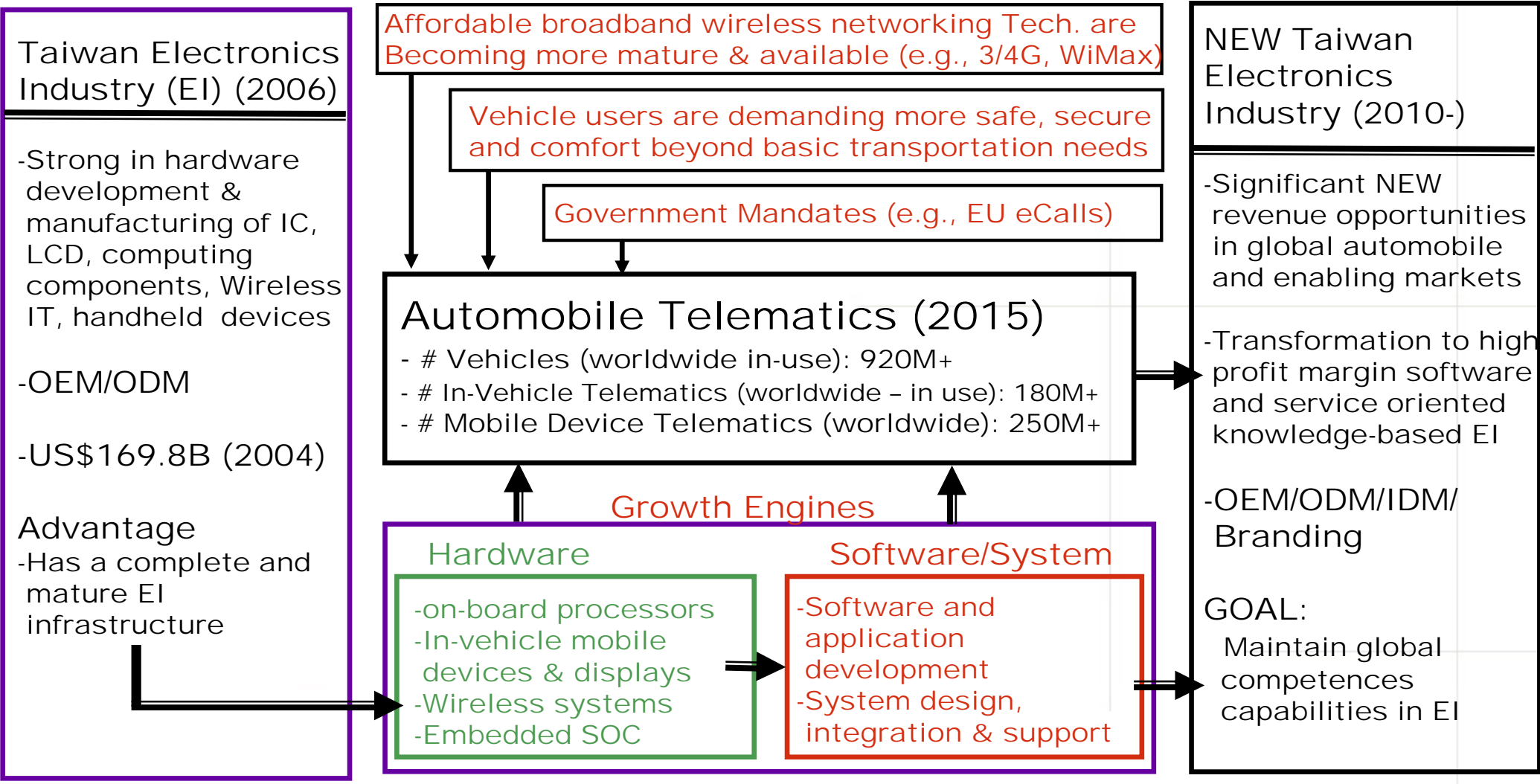
車

路

End-to-End Automotive Telematics Solution



Significant Impacts on Taiwan Electronics Industry



Government Mandates

- European Union (EU)
 - Road fatalities across EU is more than 40,000 people annually, 3.3 million casualties and annual cost in relation to traffic accidents of more than 180 billion Euro
 - In Year 2001, EU Commission proposed that EU should set a target of halving the number of road fatalities by 2010
 - Creation of eSafety Forum
- USA
 - Road fatalities across USA is more than 43,000 people annually as a result of 6 million crashes, 3.2 million casualties, and annual cost in relation to traffic accidents of more than 150 billion US dollars
 - In Year 2001-2, US House and DOT created Intelligent Vehicle Initiative (IVI) and Vehicle Infrastructure and Integration (VII) program to reduce the number of casualties and annual cost related to traffic accidents

Taiwan Traffic Accidents Statistics (2004):
 Road fatalities across Taiwan is 1509 people as a result of 71,260 crashes with 86,000 casualties

Suggestion (1/2)

Create a Multi-year National Automotive Networking and Telematics Program to:

- Develop an open network services platform for Automotive Telematics Applications, which are network-independent, flexible, scalable, secured and robust.
- Establish core competence on system engineering and integration
- Enhance software engineering, process and reliability
- Fill the need in the automotive industry for a reliable network services infrastructure
 - On board unit standards
 - Communication unit
 - Service platform
 - Customer gateway

Suggestion (2/2)

- 要有「與天爭高」的氣魄與爭取「世界第一」的決心。
- 集中資源與人力，並結合產官學研全力發展國內智慧型車輛產業，及早佈建專利與智慧財產權，掌握未來整車自主的核心技術。
- 仿照當年經濟部技術處「無線通信產業顧問群」的模式，及早結合國內外在產官學研及創投界的菁英，組成小型顧問群，與國內一起打拚，共同摘下一顆「星」，創造「一兆」產值。
- 積極參與國際標準的制定，並與國外大廠聯盟，佈建全球銷售管道與掌握市場消息。

Thank You !

謝謝 !