




Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments

interACT D8.2 First exploitation and road-to-market plan for interACT solutions

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Revision and history chart

Version	Date	Main author	Summary of changes
0.1	14/02/2018	Tina Gehb, BMW	Draft structure (BMW)
0.2	06/04/2018	Tina Gehb, BMW Florian Weber, BMW	First draft version for review (BMW)
0.3	17/04/2018	Tina Gehb, BMW	Reviewer comments from internal review included
0.4	20/04/2018	Florian Weber, BMW	Latest results from Stakeholder survey added
0.5	26/04/2018	Florian Weber, BMW	Stakeholder questionnaire added to Annex
1.0	30/04/2018	Anna Schieben, DLR	Final submitted version
1.1	23/05/2018	Anna Schieben, DLR	Re-submission – disclaimer format changed due to a request of the PO



Executive Summary

interACT studies current human-human interactions in mixed traffic, and will increase chances of safe deployment of automated vehicles (AVs) by developing novel software and Human-Machine-Interface (HMI) hardware components for reliable and user-centric communication between an AV, its on-board driver and other road users. It is expected reaching the project's goals will facilitate the gradual integration of AVs in future transport networks.

The present document is the Deliverable 8.2 "First exploitation and road-to market plan for interACT solutions" which is prepared within Work Package 8 of the interACT project. The document presents the project management structure of the interACT project and gives a short overview of the innovation management, which is one main part of this Work Package and includes all exploitation- and market-introduction issues. Before these two main topics will be described in more detail, the interACT innovations, in relation to the technical objectives of the project, as well as the "Technology Readiness Levels" of the interACT innovations will be explained. Therefore, the interACT partners bring together already available expertise (on TRL 2 to TRL 3) and have the experience and knowledge to extend these towards TRL 3 to TRL 6.

In the further part of this deliverable, the main activities within the innovation management, which were running in the first year of the project, are described. Starting with an analyses of general development paths for automated vehicles regarding the market introduction, an overview of the current state of the art of the interACT relevant market is shown. Regarding the market introduction and the rough timeframe for the development of automated driving functions, some barriers and framework conditions could influence the timing and the scenarios for the market introduction of automated vehicles in mixed traffic environments including the introduction of interACT solutions. These current main barriers such as "Legal Issues and Standardisation", "Negative Reporting", "Ethical-" and "Security and privacy issues" are described as well as possible countermeasures by the interACT project. Furthermore, a stakeholder survey was conducted to find out more about the stakeholder view on the interACT innovations and technical needs. The results of this survey are presented within this deliverable.

Finally, the document focuses on the exploitation that is basically the initial, economic implementation of an idea and is also an integral part of the innovation management. Therefore, this deliverable shows the exploitable results interACT will produce as well as the current partners' exploitation plans in which possible conflicts between individual exploitation plans have to be avoided throughout the duration of the project.



This deliverable serves as a basis for the final exploitation- and road-to-market plan for the interACT solutions, which will be published within deliverable 8.3.

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