Managing Driver Distraction

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Electronics & Safety

10 Min. Presentation
 with 5 minute video

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Innovation for the Real World

Here comes the Internet of Cars

WIRED

January 4, 2013

The era of smart mobility is going to change everything

"This isn't just an evolution of technology-enabled, connected vehicles.

This goes beyond self-driving cars."
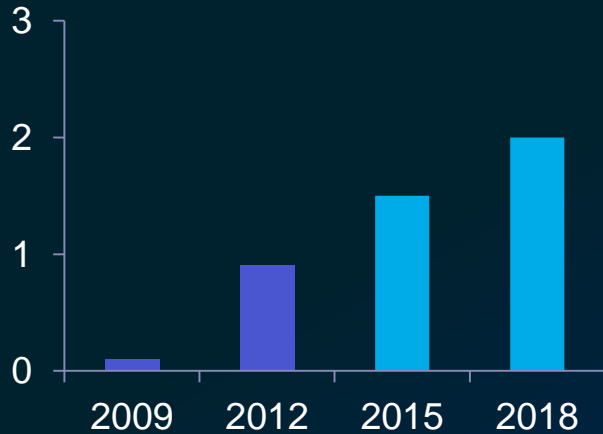
The Detroit News

January 31, 2013

Distracted driving to remain post-LaHood NHTSA focus

"..very, very close to finalizing voluntary in-vehicle guidelines to help automakers prevent **distracted driving**…"

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Consumers want to be Connected

Global smartphone growth

Year	Value
2009	0.1
2012	0.9
2015	1.5
2018	2.0

(Chart axis values: 0, 1, 2, 3)
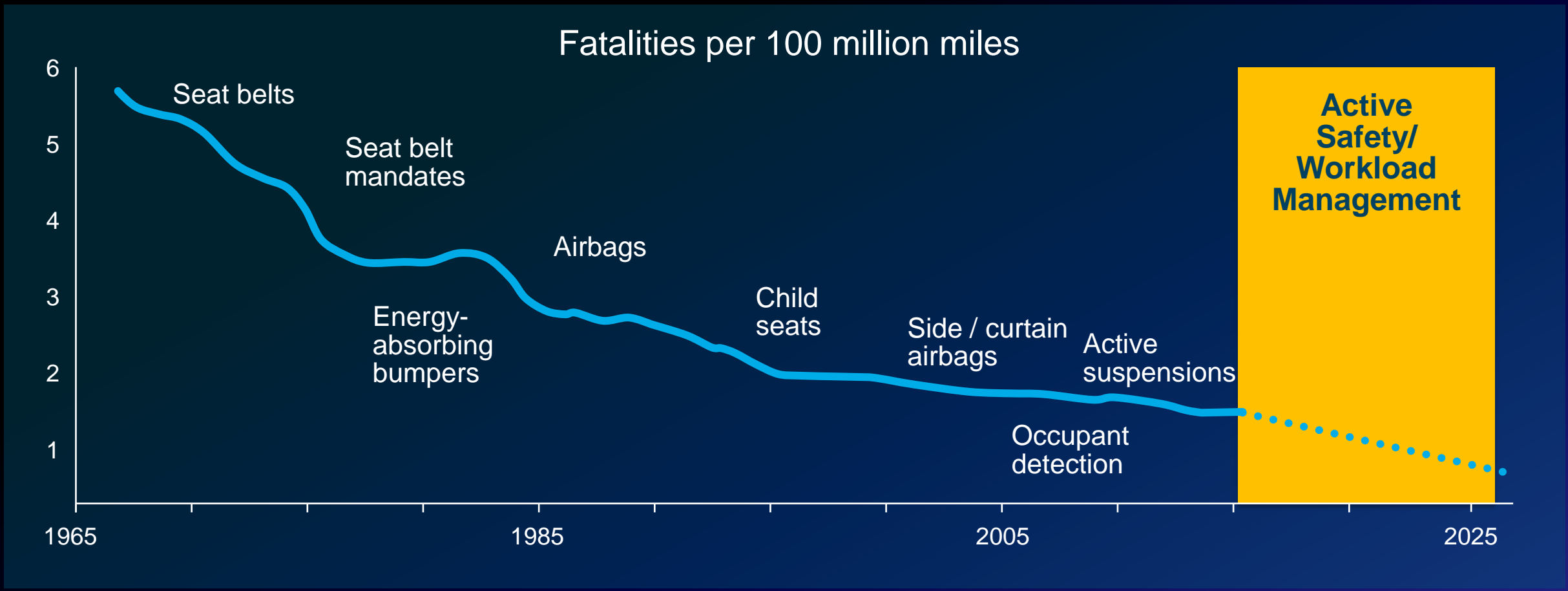
0.9B units sold in 2012

1.5B forecast for 2015

In car smartphone use

- 89% Calls
- 68% Navigation
- 39% Texting
- 31% Internet, email, and apps

70% of new car buyers now have smartphones

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Active Safety / Workload Management are key to connecting safely

Fatalities per 100 million miles

Seat belts

Seat belt mandates

Energy-absorbing bumpers

Airbags

Child seats

Side / curtain airbags

Active suspensions

Occupant detection

Active Safety/ Workload Management

1965   1985   2005   2025

An extra ½ second of warning can mitigate 60% of crashes

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Connecting with Safety

What the World Demands

**No Crashes
No Fatalities**

AND

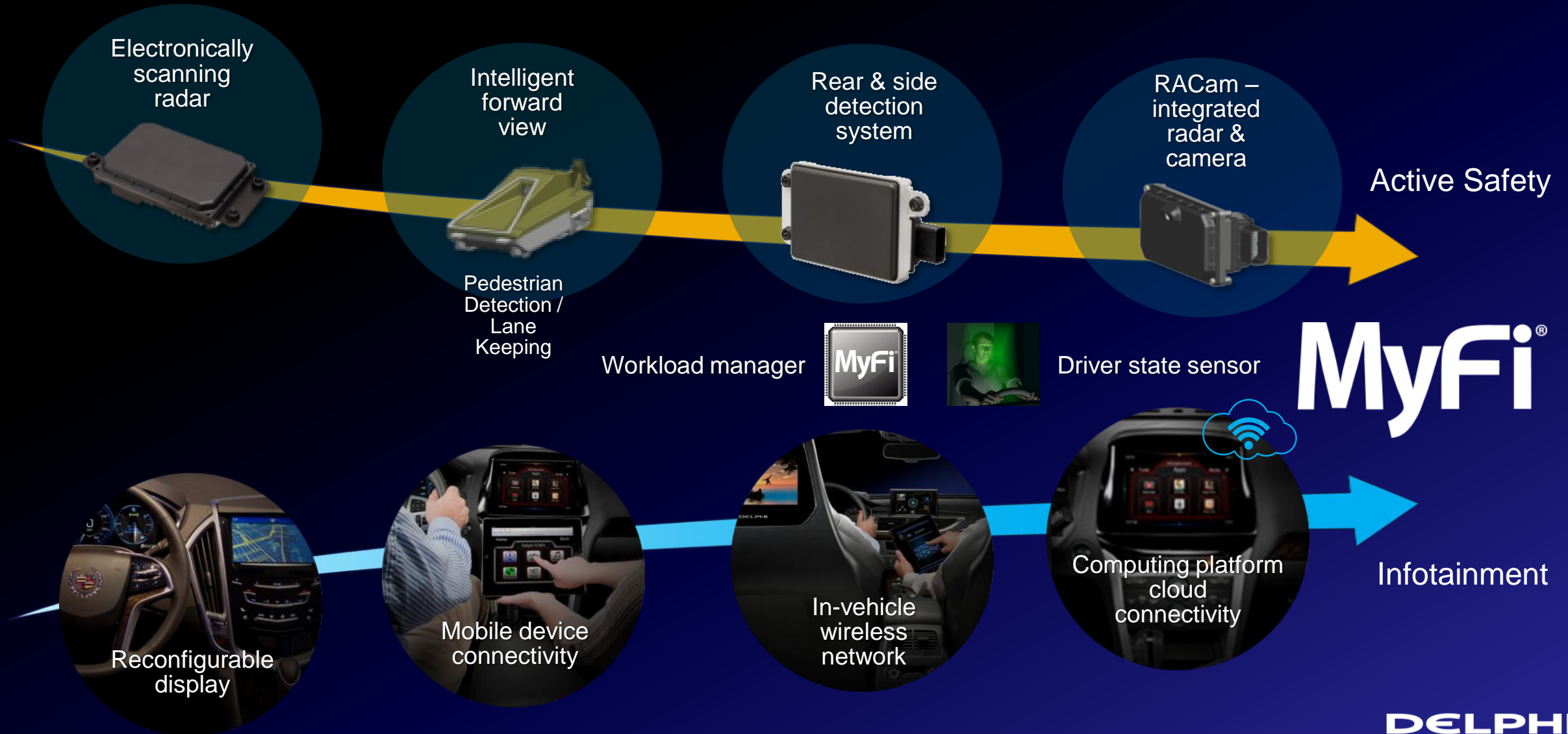**Desired Content
With Less
Distractions**
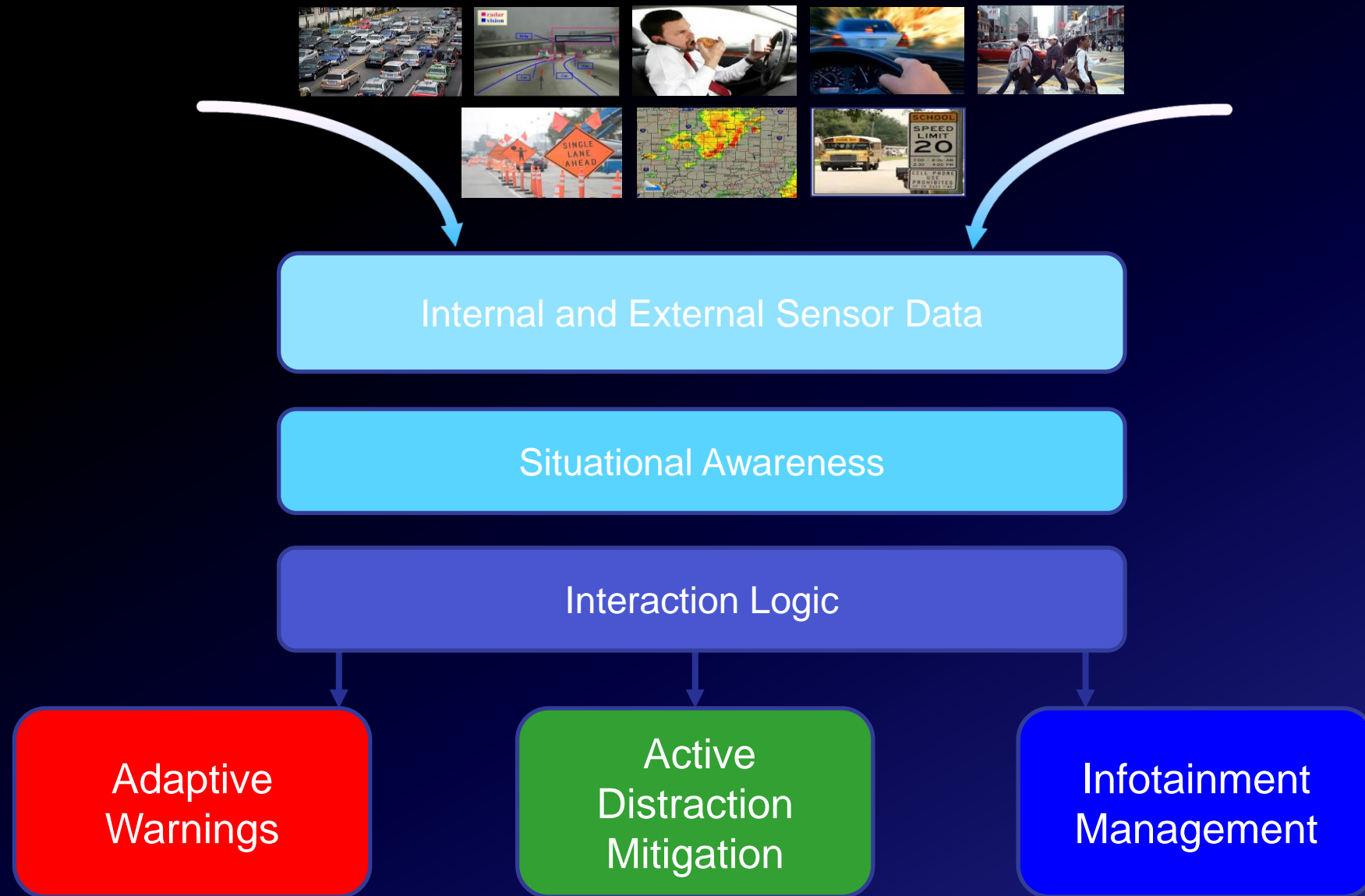
Our Solution

DELPHI
MyFi
Connecting
with
Safety

DELPHI

Delphi's Solution of Convergence
Always Connected – Always Safe

Electronically scanning radar

Intelligent forward view

Rear & side detection system

RACam – integrated radar & camera

Active Safety

Pedestrian Detection / Lane Keeping

Workload manager **MyFi**

Driver state sensor

MyFi®

Reconfigurable display

Mobile device connectivity

In-vehicle wireless network

Computing platform cloud connectivity

Infotainment

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Driver **Support** Model

Active/Adaptive HMI Example

Eye Distraction

Attentive	Eyes off road < 2 seconds	Eyes off road > 2 seconds
• Nominal alert threshold	• Increased alert threshold	• Increased alert threshold
• Attentive driving state	• Full safety warning alert	• Full safety warning alert
• Exogenous alert only - if needed	• Exogenous alert + audible tone	• Exogenous alert + audible tone
		• Center stack display dimmed

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Delphi's Concept Vehicle with **MyFi**®

The Right Design
Reconfigurable displays positioned in driver's field of view
**The right information
… in the right place
… at the right time**

The Right Connectivity
Internet connectivity and app store provides **"smart phone" experience designed for the car**

The Right Intelligence
Internal and external monitoring, threat analysis, and Active HMI **ensures driver's attention is on the driving task**

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