

# Smartest Cars Video Project (SCVP)



SCVP will produce a high quality television video documentary to raise public awareness of eSafety systems via mass media broadcasting. The project supports the so-called Awareness Pillar in the i2010 Intelligent Car Initiative. Under the working title of “Thinking Cars”, the two hour TV program is intended to be shown on the major television channels throughout Europe.

## At a Glance

### Projects:

SCVP will produce a high quality television video documentary to raise public awareness of eSafety systems via mass media broadcasting.

### Projects coordinator

H3B Media Ltd

### Partners from:

Ian Catling Consultancy

### Duration:

30 months

### Total cost:

1,410,000 €

### Total funding:

1,290,000 €

### Programme:

FP7-ICT-Call 2

### Further information:

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## SCVP Project Overview

The Smartest Cars Video Project (SCVP) will produce a high quality television video documentary to raise public awareness of eSafety systems via mass media broadcasting. The project is in response to the need for such television documentaries stated in the i2010 Intelligent Car Initiative.

Under the working title of “Thinking Cars”, the TV program will be engaging, entertaining, and educational for the everyday TV viewer. It is intended to be shown on the major television channels throughout Europe. The project budget will support 120 minutes of video content, organized into several episodes. The documentary will be based on consultation with the vehicle industry.

A specific project task focuses on making arrangements with major broadcasters in Europe for airing the video program. Smartest Cars will also be shown to selected live audiences.

The project coordinator H3B Media is the production company for Smartest

Cars. Their team includes experts in ITS media, intelligent vehicles, and documentary filmmaking.

Administrative support is provided by Ian Catling Consultancy. Specific television production services are being acquired via subcontracts.

## **eSAFETY SYSTEMS**

The following systems are the focus of Thinking Cars:

- eCall
- electronic stability control (ESC)
- electronic brake assistance (EBA)
- adaptive cruise control (ACC)
- forward collision warning (FCW)
- collision mitigation braking
- lane departure warning / lane keeping assistance
- blind spot monitoring (BLIS)
- night vision
- pedestrian detection
- map-supported safety systems
- wireless local danger warning
- intersection collision avoidance
- adaptive lighting
- impaired driver alert.

Key policy areas to be included are:

- the crash problem in Europe, in terms of numbers of crashes and broad societal costs,
- the EC investment in R&D to enable active safety for almost 20 years,
- the EC's efforts to unite the industry around the goal of a 50% fatality reduction by 2010,

- how some success has been achieved – the crash rate is going down -- but so far not enough to meet the goal,
- Commission initiatives towards mandatory fitment of Brake Assistance, Electronic Stability Control, Lane Departure Warning, and Advanced Emergency Braking in future years in cars and/or trucks.

## **CURRENT STATUS**

Based on extensive consultation with the eSafety community, a creative concept for the program has been completed. Filming to implement this concept began in September 2008.

A project site, [www.thinkingcars.com](http://www.thinkingcars.com), with more information and extended video clips available for on-line viewing, has been created on the Internet. The website will also include information as to which car models have specific active safety systems. The site will be promoted on-air and will serve as a guide to citizens in purchasing the safest car they've ever owned.

## **NEXT STEPS**

Editing of the program will occur during early 2009, with the first of two episodes being delivered in June 2009. The second episode will be delivered in September 2009. In parallel, the SCVP is working with major broadcasters to secure broadcasting agreements targeted at late 2009.

## **For further information:**

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