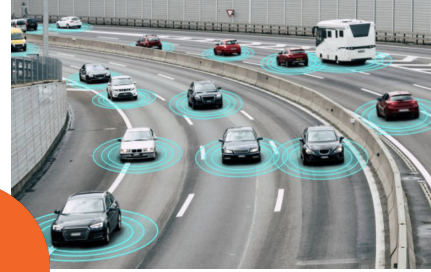




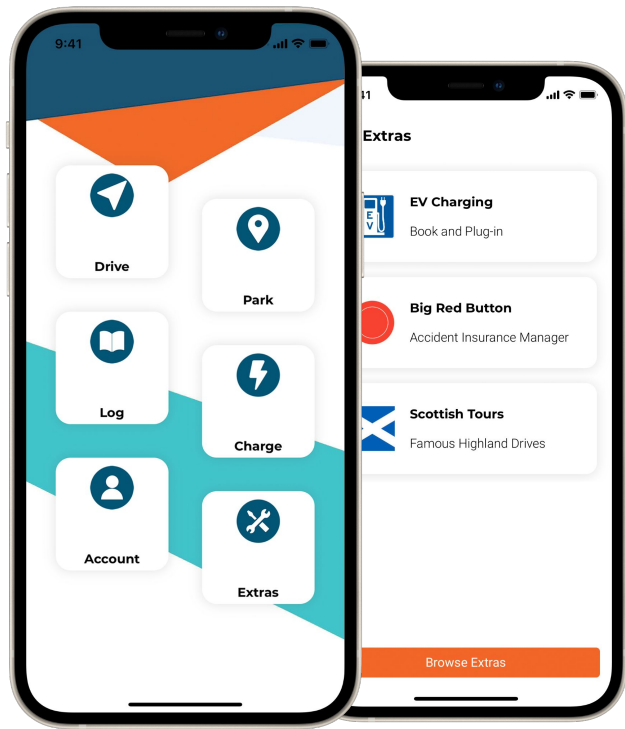
# Integrated Connected Services to Tackle Road Challenges

Damian Horton, Eloy  
May 2022 - TTF Liverpool  
[Damian@eloy.co.uk](mailto:Damian@eloy.co.uk)



# Eloy Drive App

Driver companion app - connected services all in one place



**What have we been up to since October?**

# In-vehicle messages

Providing information to drivers



Live motorway  
information



Audio and visual  
announcement



Pilots with DfT, Oxford, Bristol,  
Andy Graham, KL Systems,  
and Amey



# SatNav and app display

RAC London to Brighton Veteran Car Run



Fixed route  
SatNav



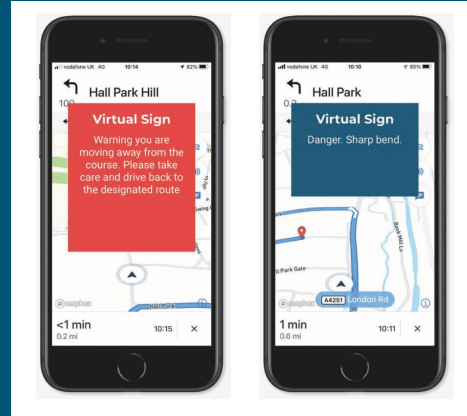
Modify directions  
per vehicle



Multi-  
language



Vehicle type  
eg HGV



# ETSI IVIM

Technical standardisation of information



Running on Apple  
CarPlay



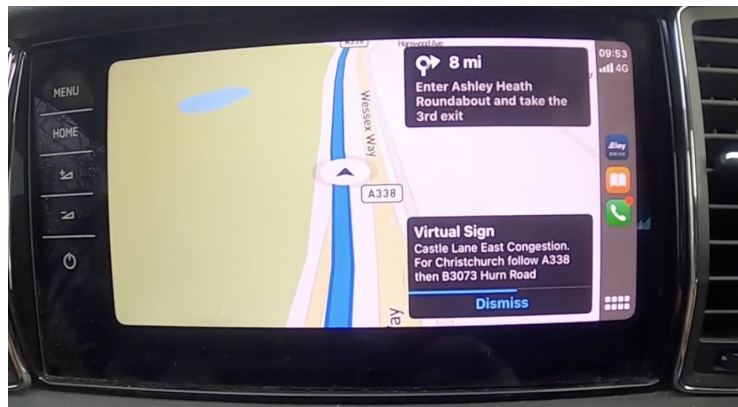
ETSI  
compliant



Live road  
information



Pilot with  
Yunex Traffic



YUNEX  
TRAFFIC

A Siemens Business

# ETSI DENM & CAM

2-way driver communications



Running on Apple  
CarPlay & Android Auto



ETSI  
compliant



User generated and  
verified hazards



5GAA demo with  
Vodafone STEP SDK



## Car parks analysis, benefits, and optimisation



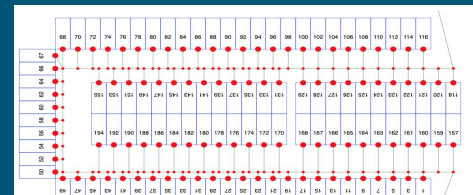
University and  
in-house modelling



User participation



Car park  
smart packing



# Virtual traffic lights

Rees Jeffreys Road Fund 150 Competition



Vehicle  
communication



Stop/Go  
Wait/Proceed



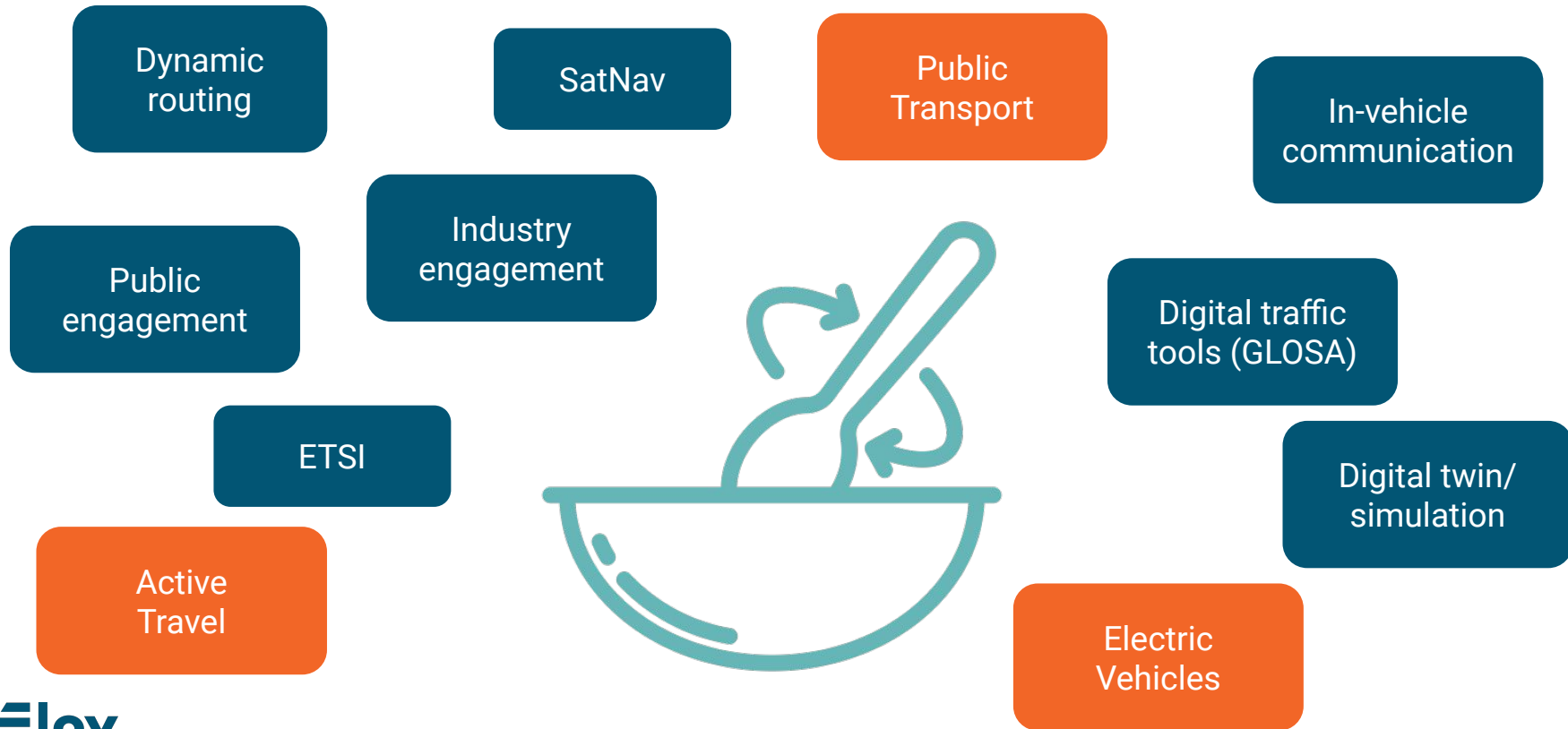
Passing points on narrow  
country roads



**What's next?**

# We have all the ingredients for connected services

Pilots to understand the gains and public perception



# Pilot Concepts

Integrated traffic management, safety, EV charging, and parking coordination



Your Road Challenges



Railway station/  
Transport hub



Countryside event/  
Festival traffic



Motorway mode/  
Smart motorway