

## [Artificial Intelligence: Connected Cars]

Reporters: Oliver Osuna and Tijana Huysamen

Speakers:

- **Howard Charney**, Senior Vice President at Cisco
- **Woong Chul Yang**, Vice Chairman at Hyundai Motor Group

After a long day of work, you get into your connected car. It greets you with your favorite music and the exact temperature you like your seat at. It informs you that there is a traffic jam and adjusts your route to save 20 minutes. Even more, it communicates with your smart tea kettle which begins boiling water 15 minutes prior to your arrival. This is the future of driving.

Two figures in the technological forefront of connected cars, met on the second day of the 2016 World Knowledge Forum 2016. They discussed the future of connected cars, challenges and consequences associated with them, and their connectivity through IoT (Internet of Things).

Howard Charney, Senior Vice President at Cisco, posed the question, “Why would we spend all this money and be interested in autonomous or connected vehicles?”

The answer is simple, he says: “To improve people’s quality of life.”

“This is not just in Seoul,” he added. “This could be Sao Paulo or Mexico City. People are moving to cities and people need a good quality of life. Spending hundreds of hours in your car is simply not acceptable. It’s about creating a better world.”

He believes that connected cars would not bring about 100 years of growth, change, or progress, but rather 20,000 years. “This is very sobering because our life will change in this century a great deal”, he said.

Additionally, he implied that connected cars could even be an economic investment for cities.

“The cost to build the vehicle is small compared to the cost of upgrading our global infrastructure, which will be expensive and complicated,” he said.

Mr. Woong Chul Yang, Vice Chairman at Hyundai Motor Group, agreed about their importance, saying, “Connected cars will have the most impact in our lives.”

So what is a connected car? According to Mr. Yang, it is an intelligent car that consists of three things: the ability to constantly interact and communicate with outside objects, the collecting of tremendous amounts of data stored into a cloud system, and developing the proper judgment needed to make decisions of security.

In addition to this, he outlined the “three stages of evolution” of connected cars. The first is a service that is already available as a one-way service, like telematics, sending information over long distances. The second is a two-way vehicle transmission, which is conducted with the help of a cloud system. The last is the car’s capability to connect to smart objects in the office or at home.

“Ultimately, the connected car will provide a high level of safety, driving comfort, support, and a future personalized service,” he concluded.

He estimated that the sales of connected cars would continue to grow through 2035. Mr. Yang projected that the sales of connected cars would grow sharply, from 15 million units in 2016 to about 70 million in 2020.

However, connected cars currently face two major obstacles: security and a shared economy.

The primary concern surrounding security is car hacking. Mr. Charney recalled a situation in which two men were able to hack a test car and stop it from 500 kilometers away. He articulated that IoT platforms are very complex and have to be secure. Otherwise, there will be many problems.

The second concern is the losses taken from a shared economy. However, through collaboration, sharing information about connected cars could improve security measures of connected cars, which is a top priority.

“The benefits of any truly transformative technology are at first exaggerated, but their long-term effects surprise everyone,” said Mr. Charney. “The world will be a better place, but it won’t be tomorrow. It will be in a little while.”