

## **Swisscom reveals the first driverless car on Swiss roads**

**With the driverless car, Swisscom aims to gain insights into how mobility might look in the future. Innovation in tomorrow's cars will be highly dependent on networking and interaction with the environment, which is why Swisscom is getting involved in mobility issues of the future today.**

In cooperation with UVEK (the Federal Department of Environment, Transport, Energy and Communications) and Germany's Autonomos Labs, Swisscom is enabling the first driverless car to take to Swiss roads. The car in question is a VW Passat, which Autonomos Labs has fitted with sensors, computers and software. The computer drives, steers and brakes the vehicle autonomously, and detects other vehicles and pedestrians by means of laser scanners, radar and video cameras. Special software analyses the data, recognises driving situations and issues the driving commands. Between 4 and 14 May 2015, the car will be taken on test drives through the streets of Zurich. There will be specially trained drivers behind the steering wheel to ensure the necessary safety. UVEK has approved testing on specified routes.

### **Digitisation changes mobility**

The driverless car enables Swisscom to gather empirical data for the mobility of the future. What does this mean for communication networks? How can vehicles, objects and people be optimally networked? Efficient traffic control systems result in less congestion, which in turn helps the environment and reduces economic costs: good reasons for Swisscom to get involved in the issue of future mobility. Christian Petit, Head of Swisscom Enterprise Customers, says: "Swisscom is not turning into a car manufacturer. But future innovations in the automotive industry will centre on networking with the environment. For this reason, the driverless car is a prime example of digitisation and therefore of great interest to us." As a leading ICT provider, Swisscom is perfectly positioned to network cars, objects and people. Moreover, the company intends to initiate debate on the topic. Driverless cars will throw up numerous questions. Should people still be allowed to steer a car if it is safer without the human factor? How will the laws be modified? Who is liable in the event of an accident?

**Gradual steps towards driverless cars**

Swisscom is already a pioneer in future mobility. The company analyses the anonymised location data of mobile phones for the Federal Roads Office and provides forecasts about traffic developments in big data projects. Thanks to the Internet of Things, a driverless car of the future will know what parking spaces are free even before it arrives, and head to them directly. Swisscom is also currently conducting tests in Zurich and Geneva on an alternative network for the Internet of Things, through which everyday objects can communicate with minimal energy consumption. Another potential example is companies renting out their parking spaces temporarily when they are free, while Swisscom is also looking at how the car could become a mobile workplace or cinema. It will still be some time before autonomous cars are driving on Swiss roads on a wide scale and technology will take the wheel only gradually. Safety, comfort and traffic guidance will further improve as networking becomes more extensive.

Berne, 12 May 2015

**Swisscom Business Campus**

The driverless car is to be stationed at the new Swisscom Business Campus on Turbinenstrasse in Zurich during the test period. The Business Campus is a work space where Swisscom employees team up with corporate customers to develop ideas on digitisation, reflect on their impact on the economy and society, and consider the resulting opportunities for their company.

**Autonomos**

The driverless car was developed in the Autonomos innovation laboratory at the Free University of Berlin. Scientists there work on the development of autonomous and driver assistance systems with the objective of preventing traffic accidents in the future and increasing road safety through the use of modern computer and sensor technology. [www.autonomos-labs.com](http://www.autonomos-labs.com)

**Swisscom Shops promotion**



**swisscom**

**Press release**

To mark the arrival of the driverless car, all Swisscom Shops will grant a 20% discount on all car accessories such as hands-free devices from 12 to 31 May 2015.

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