

# Largest U.S. Military Vehicle Event Coming to Detroit

This week reminds us that Detroit is not only the home to passenger and commercial vehicles in the U.S., but also military vehicles.

That's because the 2012 IDGA Military Vehicles Exhibition & Conference is coming to Cobo Center in Detroit July 10-13.

The conference is expected to bring together the best in applied military vehicle sciences.

Note that the first such IDGA Military Vehicles Exhibition & Conference took place four years ago, amidst two wars at the time.

Also at the time, there was a military vehicle buying spree being conducted by the U.S. Army.

Today's mood is very different.

Four years later, we find ourselves in a different world, so to speak – the wars have ended (or are ending) and the U.S. military is now focusing on getting our vehicles home and in proper condition, as opposed to buying all new ones.

Also, special operations are having a more prevalent role in the vehicle community – particularly with urban up-armorment, and it is now the international military community that's in a purchase mode as far as new vehicles go.

As a result, the largest such military vehicle event in the nation is motoring into Cobo Center in Detroit this week, promising an updated program and the most multinational speaker panel to date.

According to the IDGA's

Nicole Borden, director of production of the show, "The free exhibit hall presentation theater has expanded from 6 to 20 presentations," she said.

"We have also added tracks to our main conference agenda, two panel discussions and a post-conference workshop day.

"This has grown our speaking roster from 20 to 50 high-level speakers and presenters.

"We are expecting that this expansion will provide more valuable information to our delegation," she added.

The event agenda is online at MilitaryVehiclesExpo.com.

Meanwhile, she added that hundreds of exhibitors will be displaying not only the latest products and technologies for updating existing vehicles,

but there will be a number of new vehicles on display from the likes of The Armored Group, Master Pull, MarcorSyscom, Amerex Corp. and more.

In addition to the exciting exhibit hall displays, attendees will also have networking opportunities with a variety of OEMs, integrators and Department of Defense personnel from the U.S. and 37 other participating countries.

The Institute for Defense & Government Advancement (IDGA), a division of IQPC (International Quality & Productivity Center) is a non-partisan, information-based organization dedicated to the promotion of innovative ideas in public service and defense through live conferences and related events.

# City of Anderson Promotes Old GM Parts Plants for New Use As Brownfield Development

ANDERSON, Ind. (AP) – Alliance of Communities who is in town from Washington, D.C.

Winkler said that several prospects are interested in the former Guide plant, but did not disclose names.

In the best-case scenario, the property could be sold as early as September and a company could build a large building and bring a number of jobs, he said.

David Lloyd, the director of the Office of Brownfields and Land Revitalization, which is part of the EPA, said the biggest challenges that former auto communities face is having to prioritize the vacant sites and determine which to work on first.

Another challenge is to put together partnerships between federal, state and local agencies and private industries to secure funding for cleanups and redevelopment.

"Anderson has done a good job," Lloyd said.

"They are already marketing these sites." Lloyd said the EPA's brownfield and land revitalization office's main goal is to provide funding and technical assistance to communities to help clean up sites like the former GM properties.

The reason they take on that job is to improve the environment and make properties safe.

Those cleaned-up properties then draw companies and jobs to the area.

"Our philosophy is that environmental protection equals economic health and growth," Lloyd said.

A lot of communities have been afraid to acknowledge their brownfield sites, but they should see them as opportunities, he said.

"Right now they don't bring much tax revenue, but once they get back to good use they will," he said.

"Communities are starting to embrace them."

The city of Anderson once ranked right behind Flint as the city with the largest concentration of GM facilities.

# Telematics Show Visits Cockpits with Extra Bling

STORY BY KEN BROWN

Anyone needing to be reassured that the pace of development of new high-tech features for cars and trucks did not falter significantly because of the industry's difficulties of just a few years ago would have been much encouraged by a visit to the Telematics Detroit 2012 conference and exhibition that took place recently at the Suburban Collection Showplace in Novi.

In fact, according to U.K.-based Telematics Update, the event's organizer and host, this year's Telematics Detroit total attendance of more than 1,600 delegates, speakers and exhibitors represents the highest in the event's 12-year history. It also included the highest number of speakers ever and the highest number of exhibitors ever.

There were at least 60 exhibitors – some with more than one booth. Most were promoting and demonstrating the very latest advancements in telematics applications for in-car connectivity and driver aids and amenities. Areas receiving the most attention are familiar: infotainment, navigation, phone interaction, and safety alerts.

Many of the capabilities offered by the latest and up-and-coming systems are stunning, as evident in just a few examples: interaction with smartphones, including remote start and remote lock/unlock, and access to Internet radio; enhanced navigation graphics with animation and 3D-like effects; "real-time" traffic information, with traffic-influenced turn-by-turn directions and immediate alerts to "fresh" accidents/incidents along the driver's route; ability to "drag" navigation graphics from center-panel screen to instrument cluster area in front of driver; concierge service ("Where is the nearest steak house?"); and feature personalization preferences (dashboard color,

font size, music type, etc.) separately stored for and retrievable in the same car by different individuals using their respective embedded in-car identities.

In the course of the packed two-day schedule, visitors also had access to a wide-ranging program of discussion and workshop sessions. Typically, those discussions were led by senior executives from the companies involved in developing telematics for auto industry applications with, in many instances, the participation of one or more senior representatives from the "customers" – the auto manufacturers.

Much of the buzz on the show floor was that many of those sessions had identified and dealt with a "welcome dose of realism" – but in a positive, rather than negative, context.

This was essentially about the challenges of launching these technologies in "connected" cars in a strategic manner – i.e., with appropriate attention given to: range of consumers' feature preferences; range of consumers' technological conversance; added risk of driver distraction; functional, reliability and safety integrity; and how to differentiate each automotive brand within the "evolving telematics ecosystem."

The tone seems to have been set in the opening Keynote Speech, which was delivered by Thilo Koslowski, vice president of Automotive Vehicle Information and Communications Technology at Gartner, Inc., a leading information technology research and advisory firm. Projecting mainstream market adoption of connected cars by 2016, Koslowski spoke positively about consumer demand and the current level of technology progress, but warned about the need to address the challenges of implementation strategy.

Koslowski was later also



The method by which the consumer physically connects each time with the telematics system in his or her vehicle would probably be a major differentiating factor in consumer acceptance, said Thilo Koslowski, vice president of Automotive Vehicle Information and Communications Technology at Gartner, Inc.

quoted as saying that the Human-Machine Interface (HMI) – i.e., the method by which the consumer physically connects each time with the telematics system in his or her vehicle – would probably be a major differentiating factor in consumer acceptance.

As the second and final day of Telematics Detroit 2012 drew toward a close, another vital and very much unambiguous implementation challenge was heard from a very different source.

In a "Government Viewpoint" keynote address, Ronald Medford, deputy administrator for the National Highway Traffic and Safety Administration (NHTSA) of the U.S. Department of Transportation (DOT), announced the release by the DOT of a "Blueprint for Ending Distracted Driving."

Medford explained this as a plan that "outlines concrete steps stakeholders around the country . . . can take to reduce the risk posed by distracted driving."

Adding that approximately one-tenth of the deaths in highway accidents in 2010 were attributable to distraction-affected crashes, Medford explained that, as one of its key elements, the plan "challenges the auto industry to adopt new and future guide-

lines for technology to reduce the potential for distraction on devices built or brought into vehicles."

The statement was quite confrontational on the face of it, but less threatening when it's realized that the automotive and telematics industry communities have already acknowledged avoidance of undue driver distraction as a high-priority discipline they must accept as they proceed toward market objectives.

Still, it probably will be high on the agenda for Telematics Detroit 2013.

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