

# Introducing...

## Ross Sheckler

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# Automated Vehicle Implications

## 10 Seconds...

- The time it takes for an alert driver to take control of an automated vehicle
- The time it takes to read and respond to a text message
- The time it takes for a car to travel 900ft

The auto industry views the time we spend in our cars as an opportunity to deliver media and marketing.

Universal connectivity will continue to distract drivers making some degree of automation common in driving from now on.



# Automated Vehicles Have Limits

Vehicles that use lane tracking may only be looking 50 feet ahead.

Stopping from highway speeds requires at least 100 feet.



# Today's Drivers Aren't Much Better

Highway fatalities are up from 31,000 to 37,000

- Likely due to distracted driving from texting and media



# Automations Need Warnings

In 2015, dynamic lighted message boards were state of the art.

Many now doubt that drivers actually see signs.



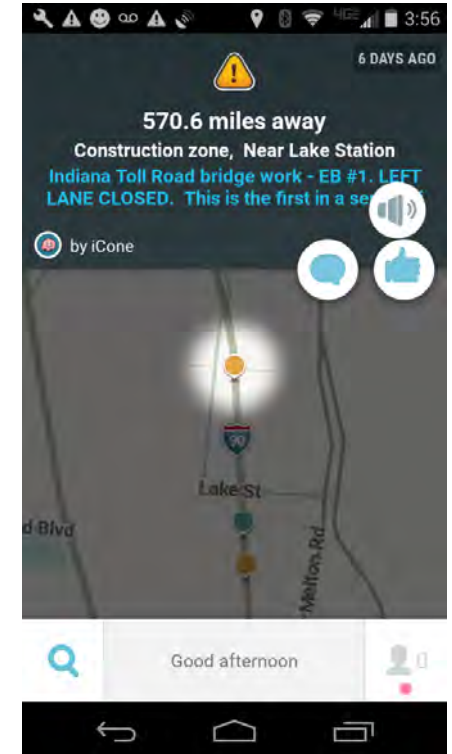
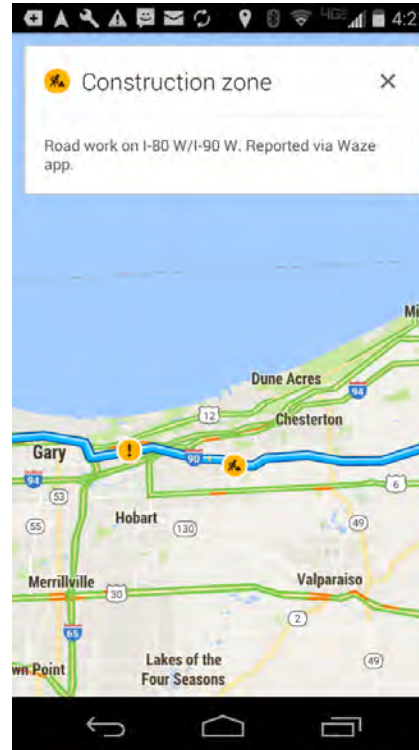
# Automations Need Warnings

Today construction related warnings are delivered multiple ways

Signs

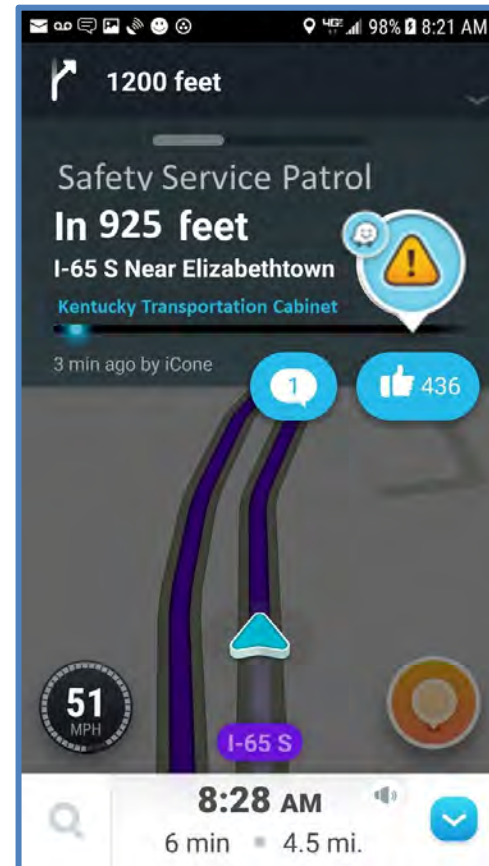
Navigation

Voice in the car



# The Presence of Workers Must Be...

Known,  
Announced,  
Navigated Around.



Some details  
of screen  
capture  
modified



# Helping Highway Professionals

The USDOT Roundtable on Data for Automated Vehicle Safety places work-zone/maintenance activity on the top of the list of data needs.

iCone Products is offering modification kits to tie the flashing lights of work and service trucks to data systems in Waze/Google and HERE.





# Contact

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