

Takeshi Imai General Manager Honda Motor Co,. Ltd

Honda's Car Navigation approaches

Internavi Premium Club (concept/outline)

Today's presentation contents

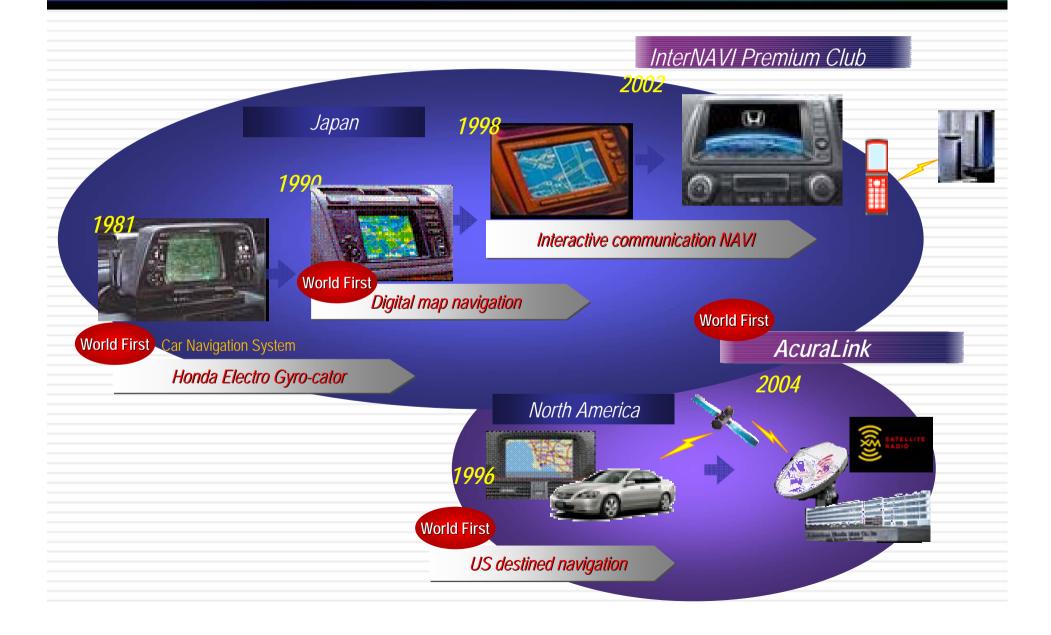
1) Major road real-time map updates World First

2) Internavi disaster prevention information

3) Internavi Traffic Information using Floating Car

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Honda Navigation System Approaches



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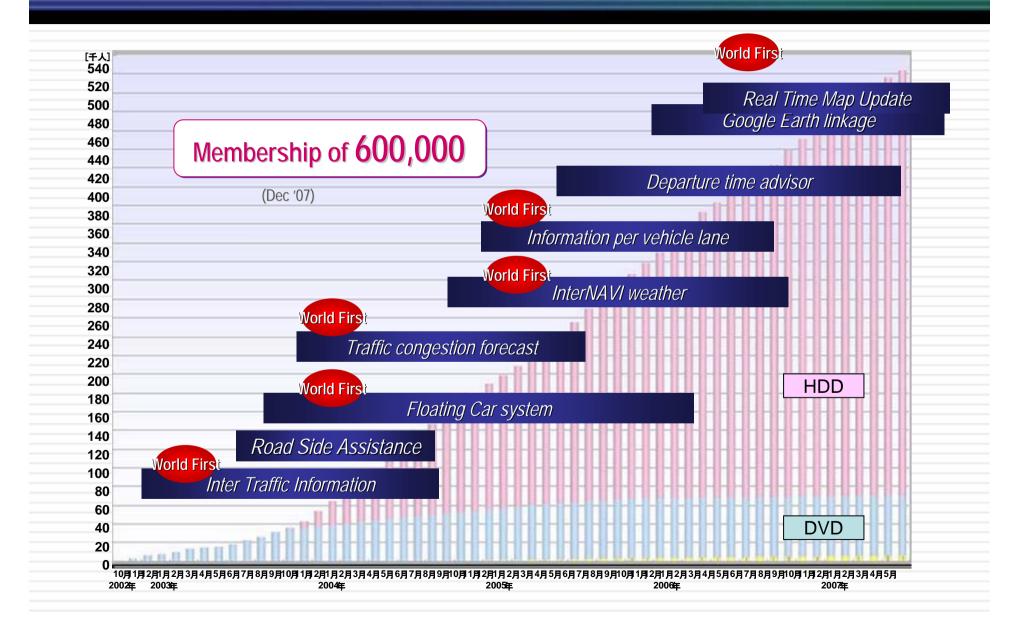
What's InterNAVI Premium Club?

A new drive information service network to realize a safer and more convenient car life



Evolution of InterNAVI Premium Club Functions and Membership

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InterNAVI Application Rate on Major Models



Honda's Car Navigation approaches

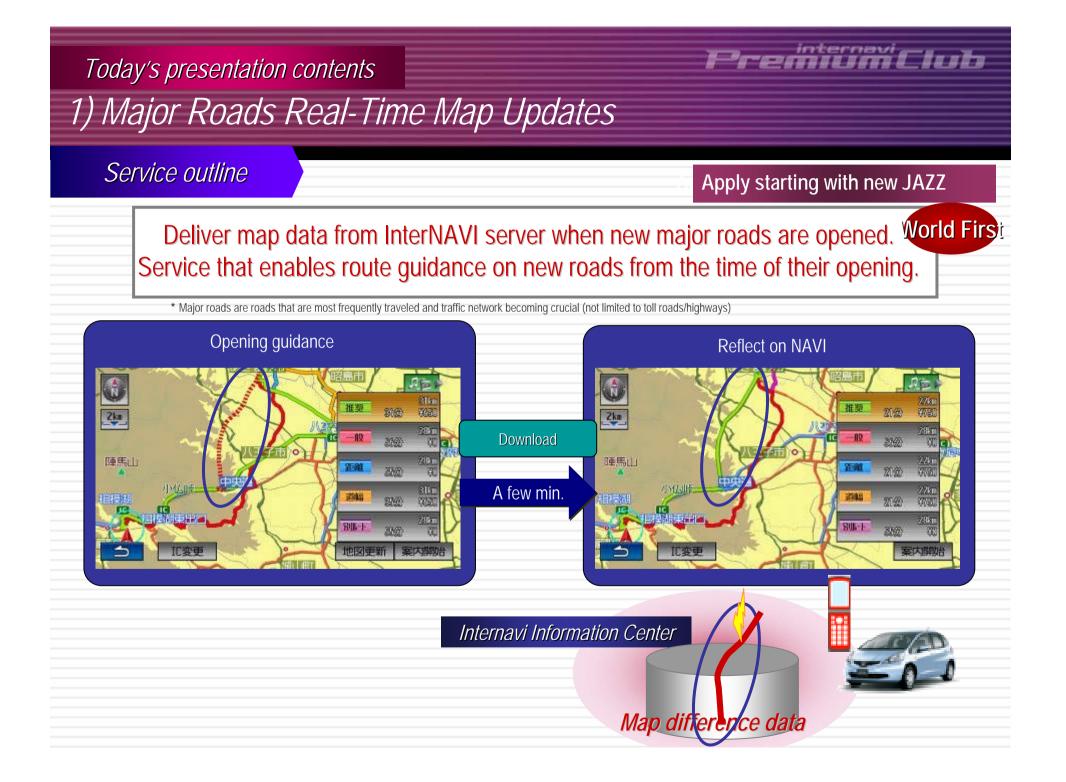
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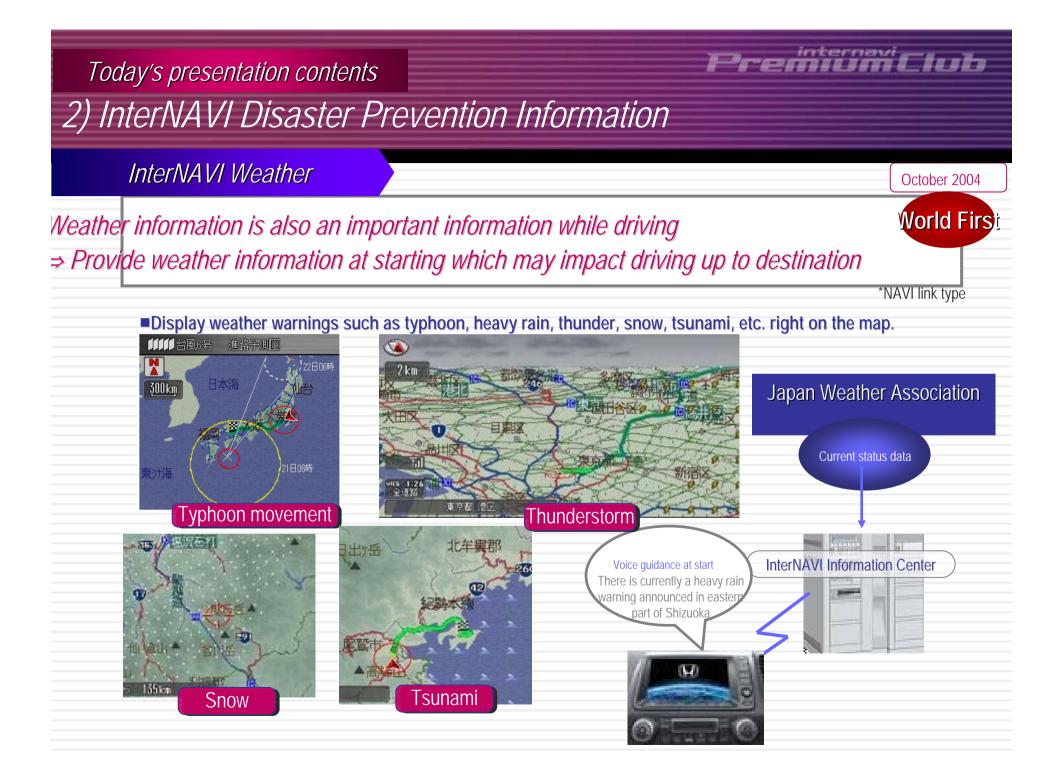
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Today's presentation contents

2) InterNAVI Disaster Prevention Information

Flood damage status of recent years

Due to an increase on heavy rainfall recently, flood damage occurred more frequently. In 2004, rainfall exceeding 50mm an hour occurred nationwide at the frequency of 470 times



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Torrential rain spots forecast service outline

Based on rainfall forecast provided by Japan Weather Association per 1km mesh unit and InterNAVI passage planned time, warn torrential rain forecast spots at about 10 minutes ahead



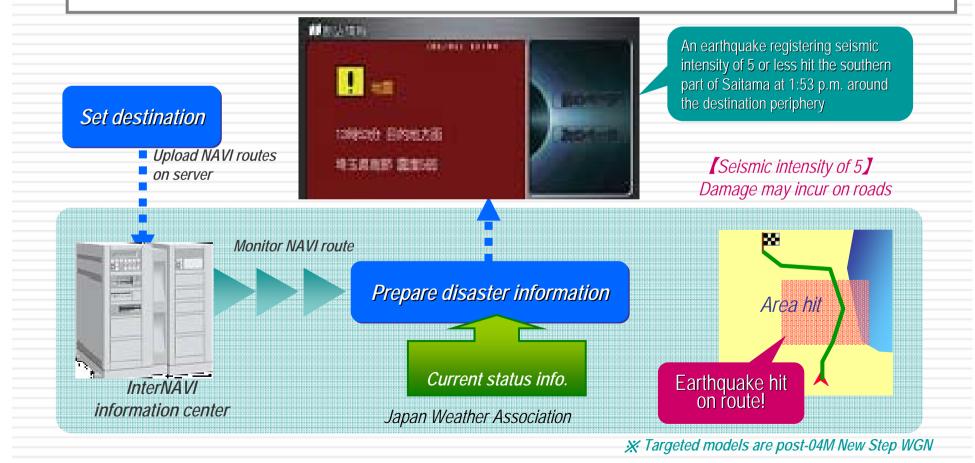
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2) InterNAVI Disaster Prevention Information

InterNAVI earthquake information

The likelihood of a big earthquake hitting South Kanto is forecast at 70% within thirty years. Alert earthquake information in the seismic intensity of 5 lower or over hitting on route.



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3)InterNAVI Traffic Information

Existing automotive navigation system's issues

At start, traffic information to destination is unknown

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Can't acquire traffic information on all roads on the way.

InterNAVI Traffic Information

VICS information from start to destination

InterNAVI Floating Car system

Congestion forecast

Providing optimized route to destination made possible

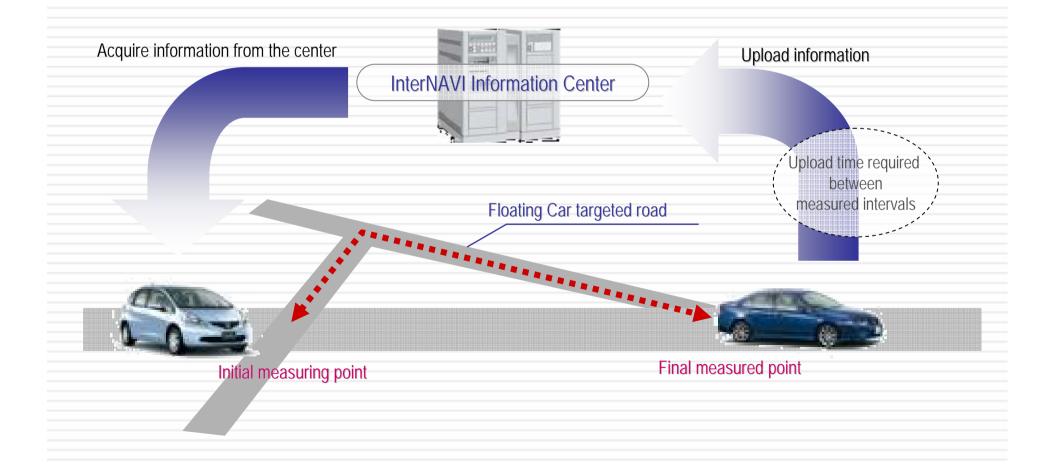
InterNAVI Floating Car System

System of sharing traffic information gathered through members' vehicles among members

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Oct. '03

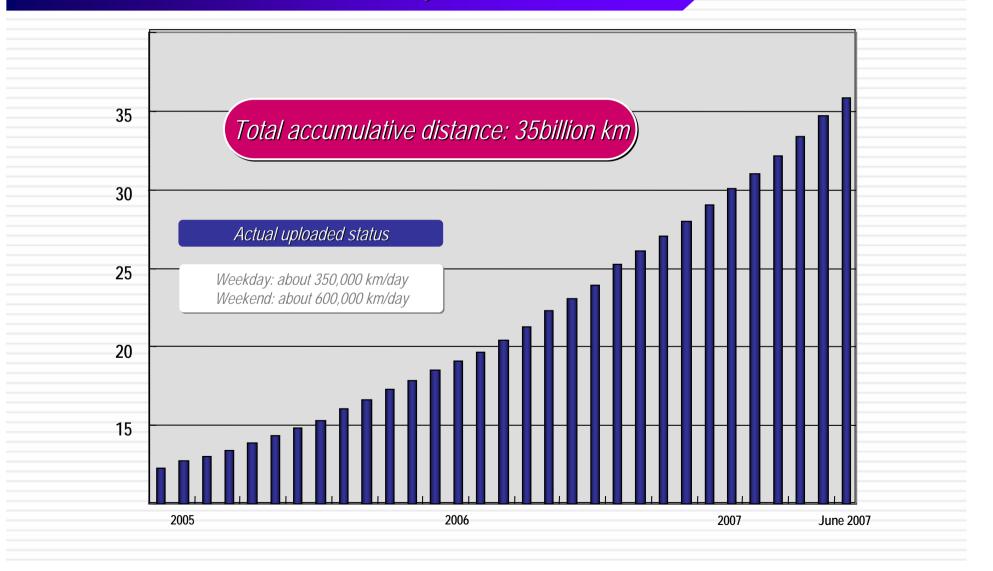
World First



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InterNAVI Floating Car System

Exceeded total of 35 billion km in 4 years since service started

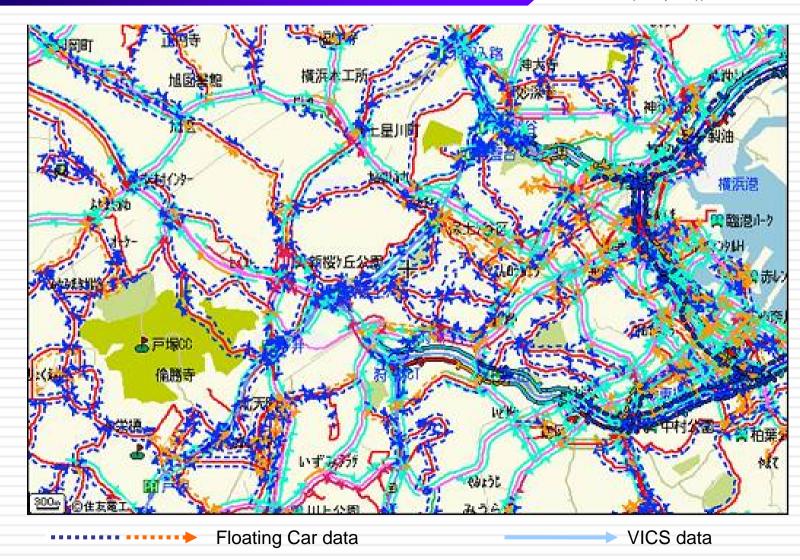


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InterNAVI Floating Car System

Floating Car data acquired status around Yokohama

('Sep/07))

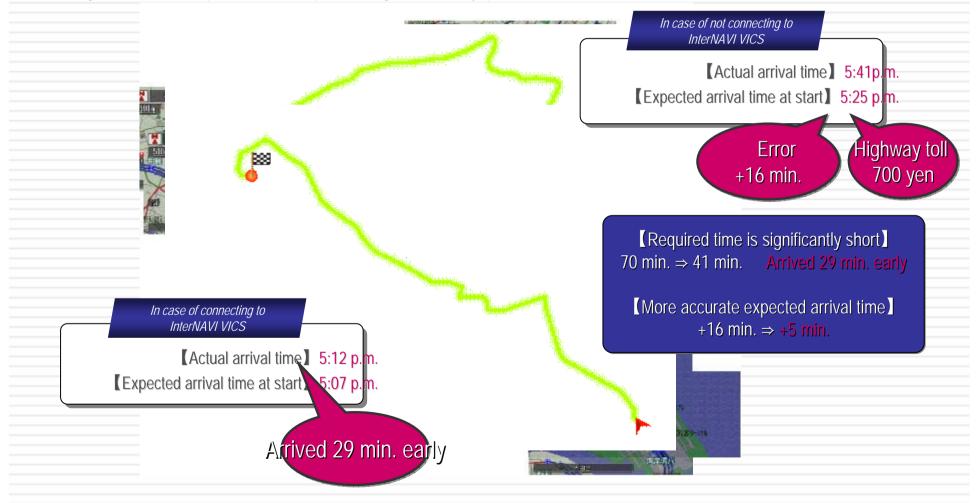


InterNAVI VICS Effects

Route comparison (Haneda Airport \Rightarrow Komazawa Olympic Park)

May 25, 2007

Result of starting at the same time (4:31 p.m.) from Haneda Airport and driving to Komazawa Olympic Park



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InterNAVI VICS Effects

By connecting to InterNAVI, routes are calculated about 20% quicker than regular

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19.8%

 Reduced time rate

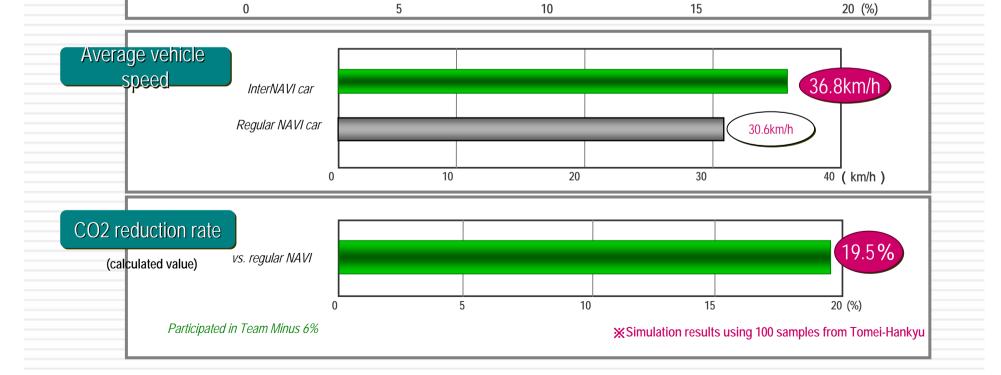
 vs. regular NAVI

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Future Approaches

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1. Floating Car Information Usage in Disasters

2004 Niigata Chuetsu Earthquake



Roads blocked up to 280 areas

• This situation was not mapped till three days later

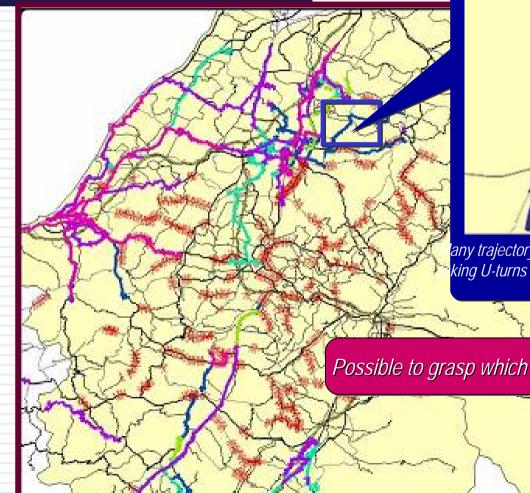
•Rescue crew and distributors acquired only faxed information of "street names/blocked areas"

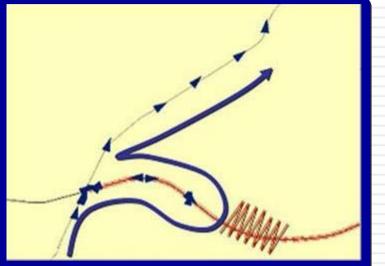
•Difficult to use unless familiar with local geography

rated with the research of "sharing road information in disasters" of Disaster Prevention Science Research Center

Future Approaches 1.Floating Car Information Usage in Disasters

2004 Niigata Chuetsu Earthquake





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any trajectory data detected of blocked streets and king U-turns

Possible to grasp which streets are passable and which ones aren't

arated with the research of "sharing road information in disasters" of Disaster Prevention Science Research Center

Nigata chuetuoki earthquake occurrence on July 16,2007 1.Floating Car Information Used in this earthquake



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Premiumiclub Future Approaches 1.Floating Car Information Usage in Disasters Floating Car information is effective in detecting road conditions of afflicted areas Cooperate in utilizing traffic information gathered via InterNAVI for the society Disaster prevention Government institutions Information related institutions Center **Disaster information** sharing platform Share Prefectures & city Local municipality governments

Future Approaches

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2.Using Floating Car Information for Traffic management

InterNAVI provides Floating Car Data to Saitama pref. for Traffic management such as traffic congestion countermeasure

Honda provides floating data as over 30 billion(km) to Saitama pref. and supports traffic management such as traffic congestion countermeasure or road construction planning.

Saitama pref. can use floating car data instead of hand counting for traffic. From this, they can check the result of congestion countermeasure based on accurate data more than hand counting.

And also, they can find the congestion point using the required travel time data so that they effectively can put the order of road maintenance plan.

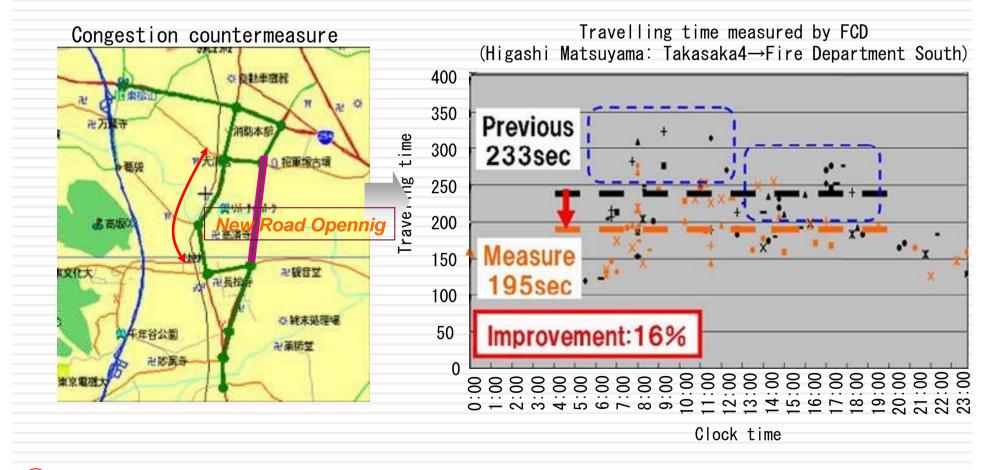
Honda is getting on the possibility of InterNAVI system expansion based on the providing floating data and cooperation with government.

Future Approaches

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2.Using Floating Car Information for Traffic management

1. Check the congestion countermeasure result



Thank You.

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