

ISO customer



A set of International Standards speaks to politicians because it gives them a clear target, a clear rationale, and a proven, effective way of reaching that target. This is what will make them stand up and take notice.

Dr. Mark Rosenberg, Director of the Global Road Safety Forum (*ISO Focus*, October 2009).



Road safety

1.3 million people die each year on the world's roads – a rate that will continue to grow as car ownership and road building increase. With road safety recognized as one of the greatest challenges facing the international community, ISO's presence in Moscow, Russia, for the UN Ministerial conference underlined ISO's ability to develop practical tools to alleviate this shocking statistic.

A special issue of *ISO Focus* dedicated to road safety was distributed at the event and received enthusiastically. The issue highlighted the views of key organizations in the UN road safety collaboration, including on the future ISO road traffic safety management standard, ISO 39001.

In addition, the *Make Roads Safe* report includes a feature on ISO 39001 stating, "This is a significant milestone



*ISO Deputy Secretary-General **Kevin McKinley** (second from right, back) with panellists at the break-out session on "Safe road users" during the UN Global Ministerial Conference attended by over 1 000 participants, including government ministers from some 70 countries.*

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The world is getting smaller, and increasing compatibility in technologies is essential for successful global standards. As part of our efforts to improve interoperability, standards like ISO 17267:2009 have been developed. In the area of vehicle navigation systems, we looked to provide an interface to make location and map information accessible and retrievable, as well as help software developers of navigation systems.

Having this formalized mechanism in place will meet immediate customer needs, but also will increase the efficiency of the future development of this technology. On top of that, its application also can be used beyond self-contained in-vehicle systems.

Michael Noblett, Chair, ISO technical committee ISO/TC 204, *Intelligent transport systems*.

