

# New Trends & Technologies

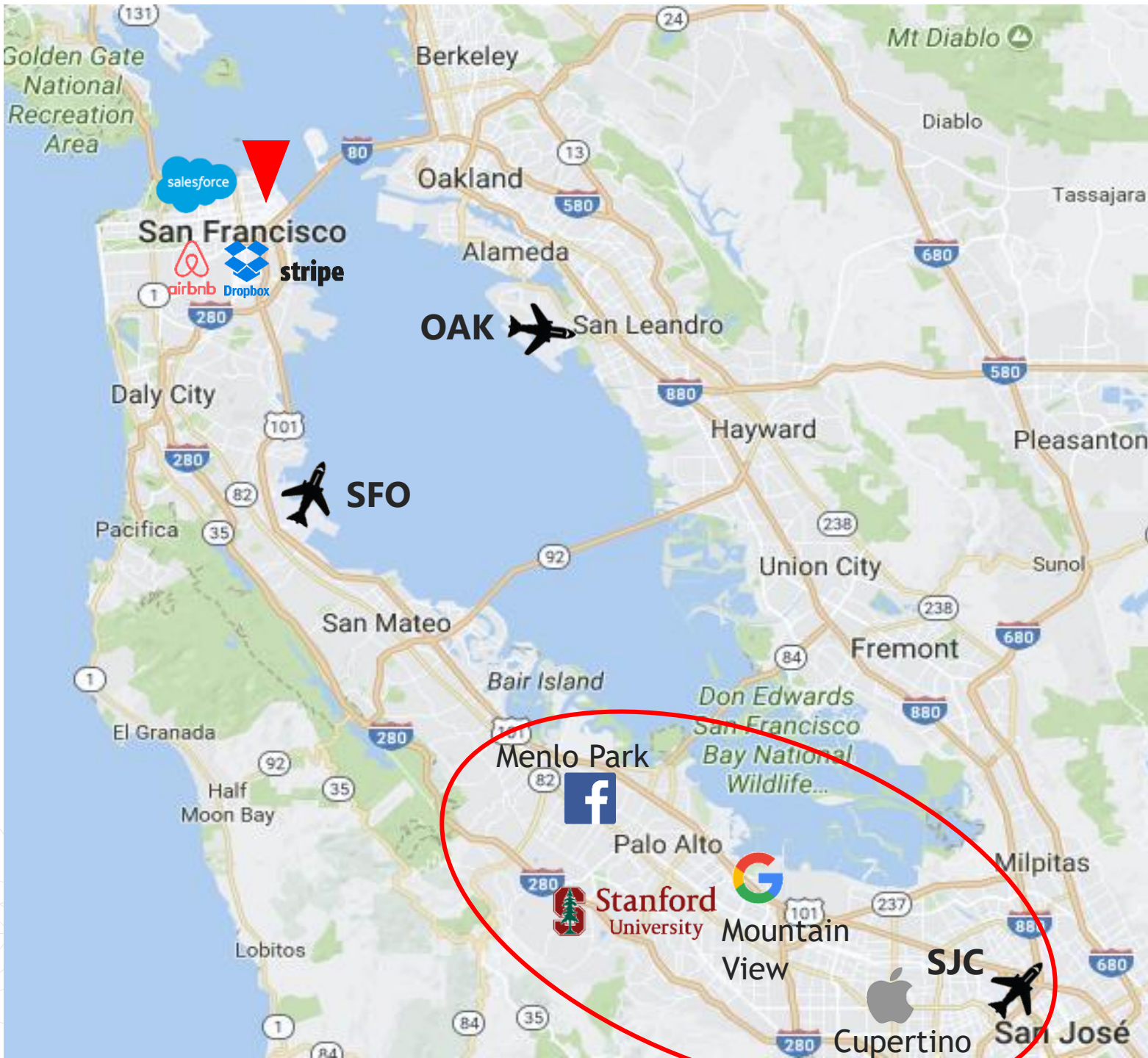
## Silicon Valley Mobility Innovation

Dr. Georg Furlinger

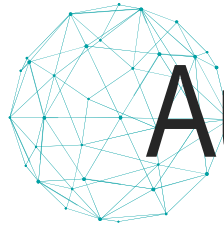
9<sup>th</sup> of Nov 2021, FH Technikum Wien







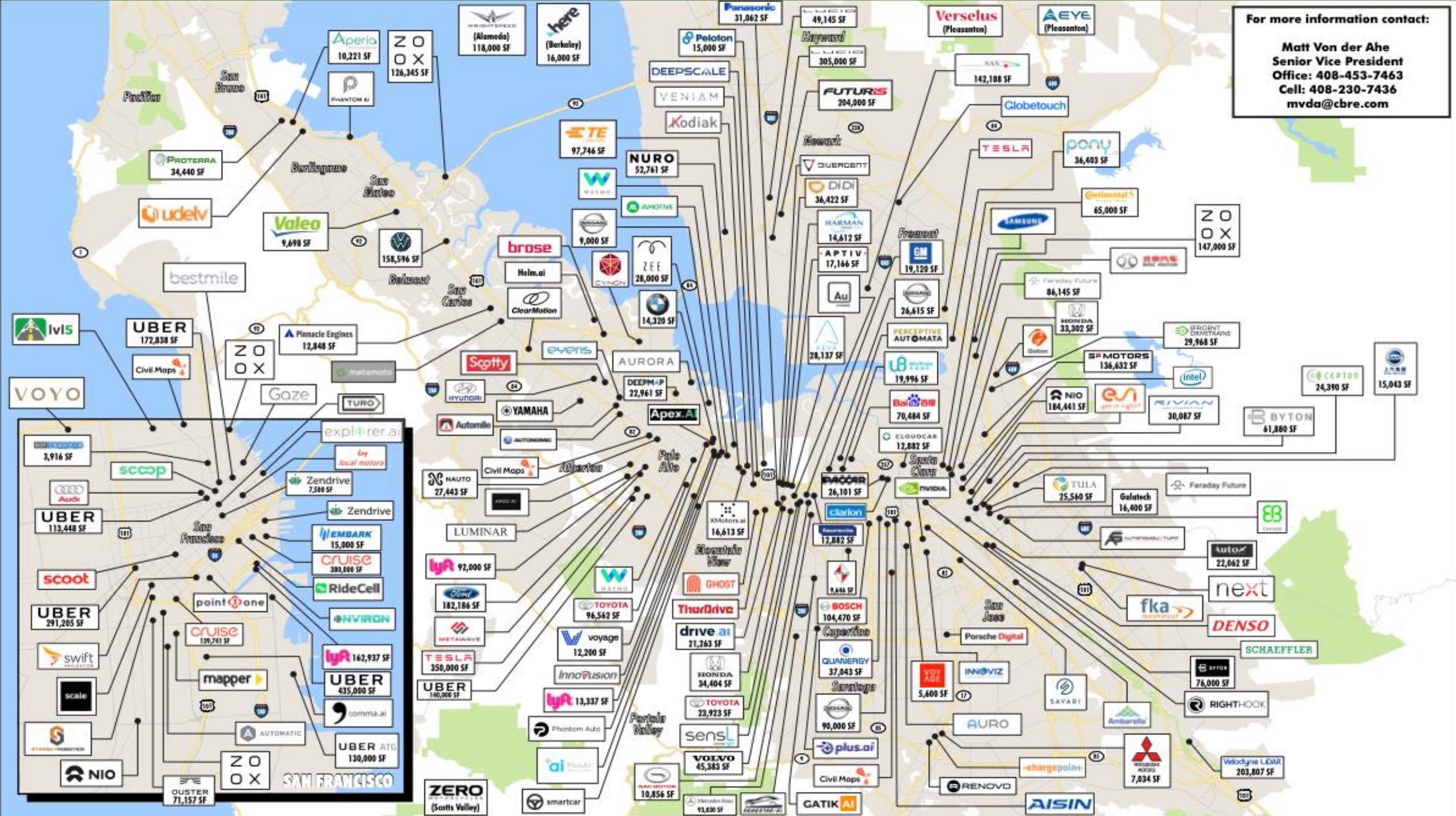




# Automated driving testing in SF



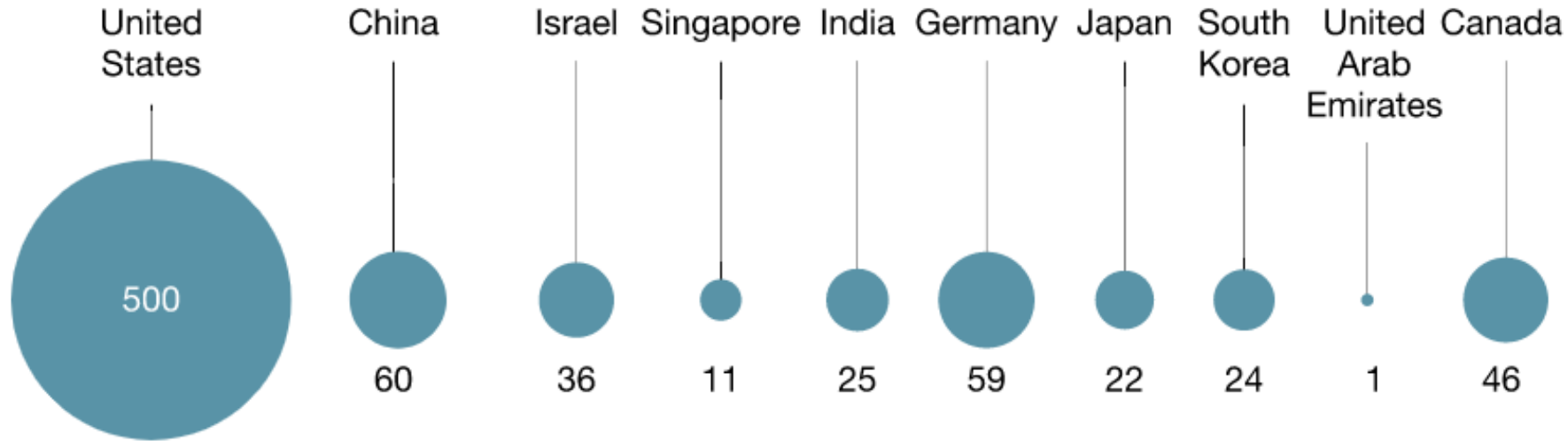




**For more information contact:**

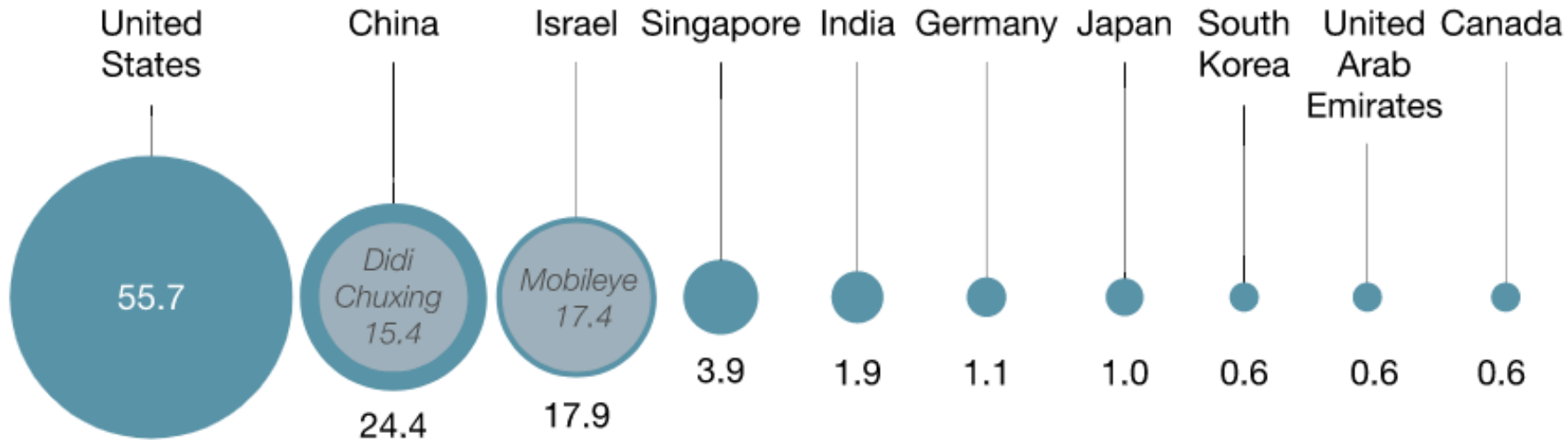
**Matt Von der Ahe**  
**Senior Vice President**  
**Office: 408-453-7463**  
**Cell: 408-230-7436**  
**mvda@cbre.com**

Top 10 countries by number of new mobility companies attracting investment since 2010



More than half  
of the new  
mobility startups  
in the US are  
based in  
Silicon Valley

Total disclosed amount invested in new mobility technologies since 2010, \$ billion





# Branchenreport

## Zukunft der Personenmobilität

Zusammenarbeit mit future.lab

- **Trends im Mobilitätsmarkt**

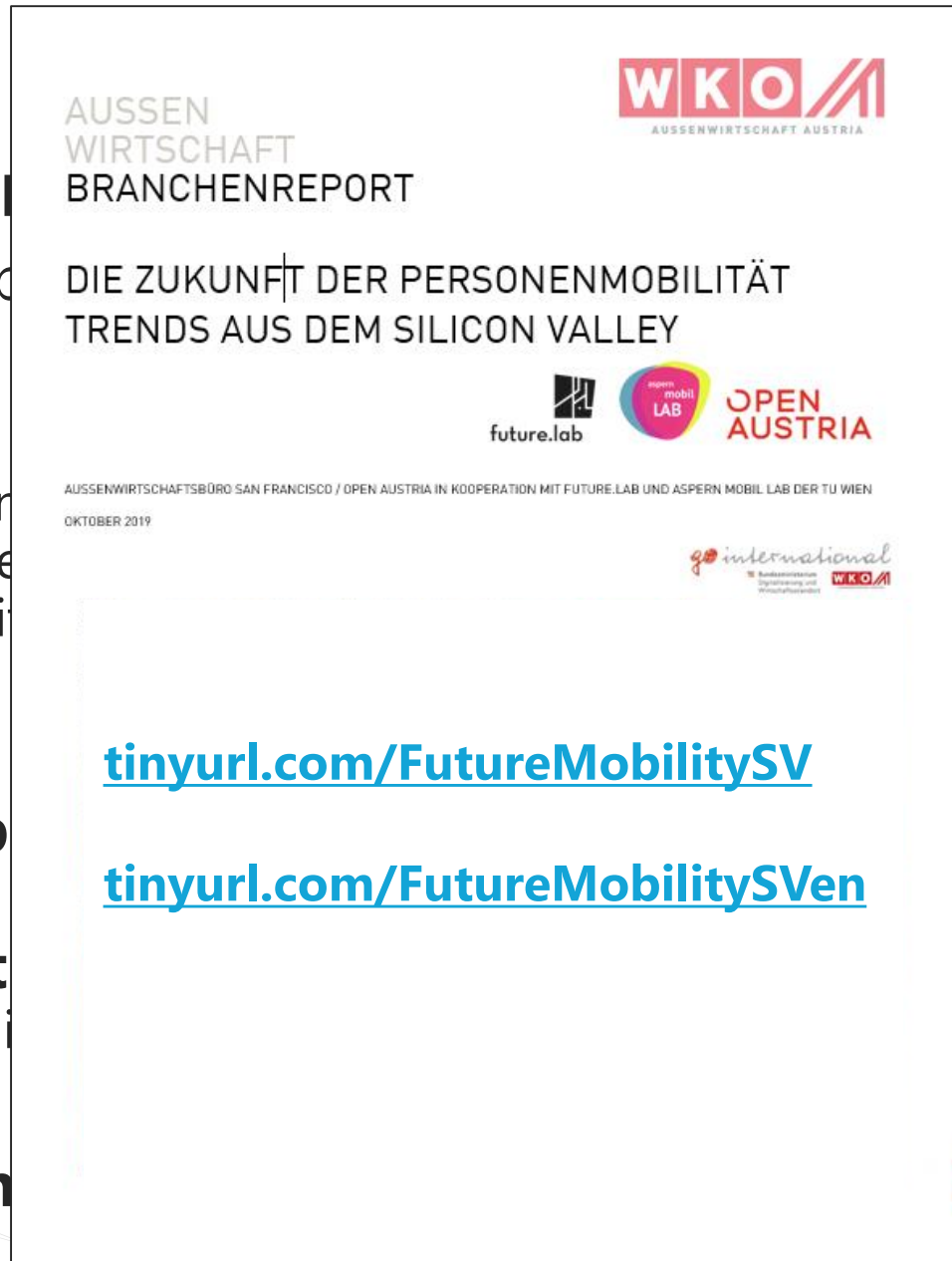
- Shared Mobility Mobilitätsdienstleistungen
- Automatisierung / Automatisierte Mobilität
- Elektrifizierung / Elektromobilität
- Vernetzung / Connectivity

- **Stakeholder Mapping Mobilität**

- **Vom Testen zur Implementierung**

- Rahmenbedingungen, Strategien

- **Chancen & Erfolgsfaktoren**

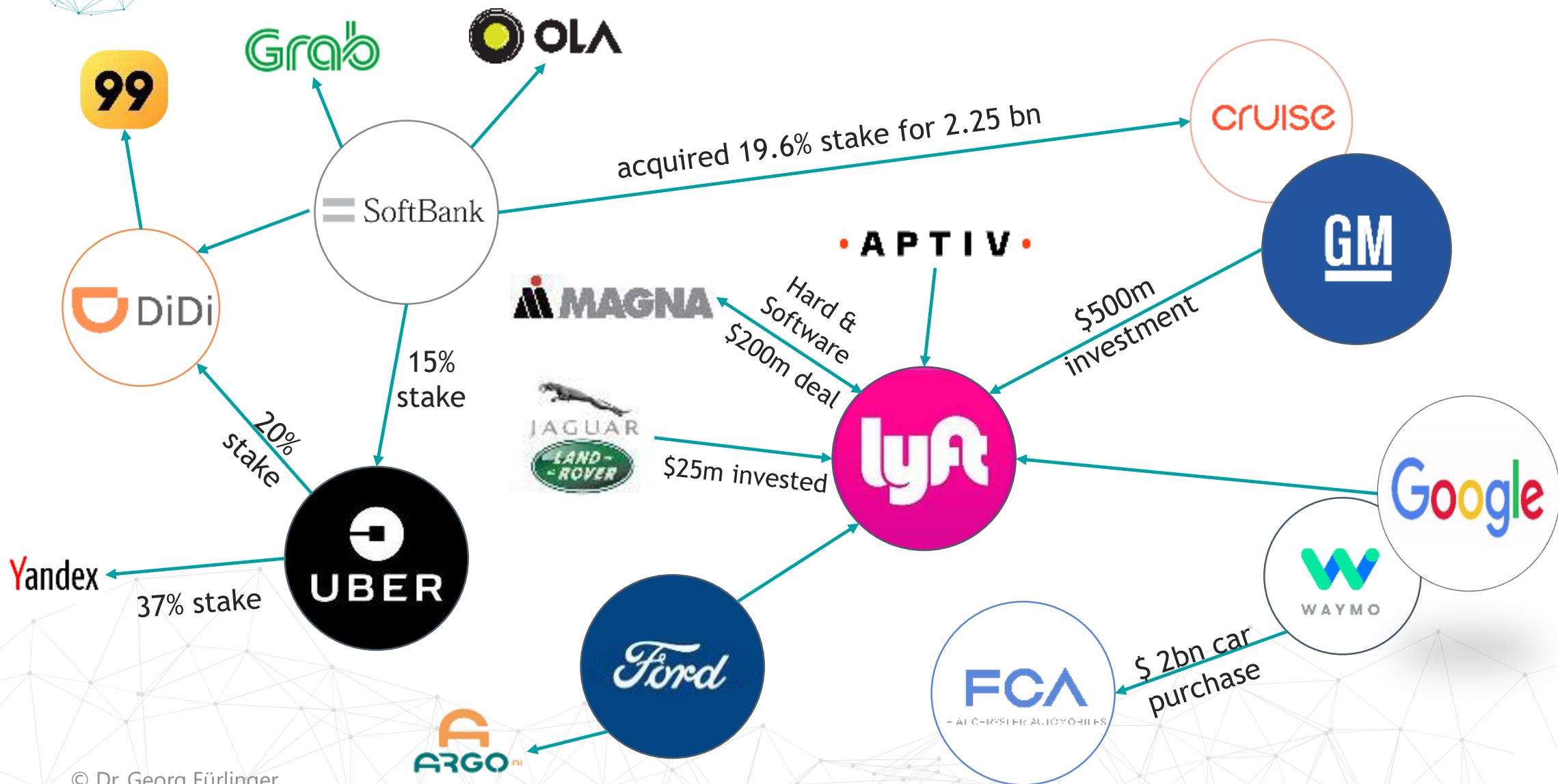


future.lab

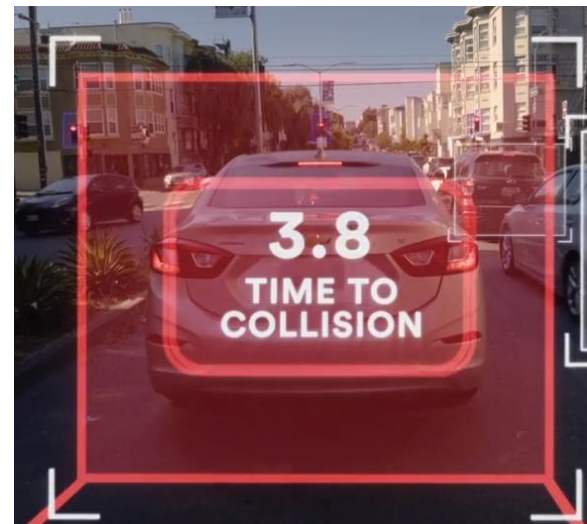




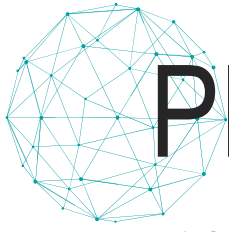
# Emerging Cooperation Networks



- Stefan Heck, CEO, Österreicher
- \$170 mio VC Investment
- Investoren: Toyota, BMW, GM, Soft Bank, Silicon Valley VCs
- Reduziert abgelenktes Fahren, verhindert Kollisionen, Fahrer-Coaching







# PERCEPTIVE AUTOMATA

Video Link: <https://tinyurl.com/perceptiveautomata>



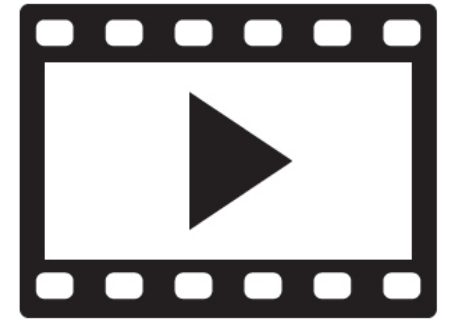
Intention

Do they **want** to cross?



Awareness

Do they **know** the car is there?



High intention,  
high awareness



Low intention,  
high awareness



Low intention,  
mid awareness

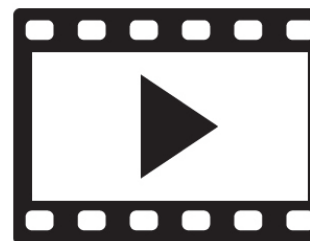
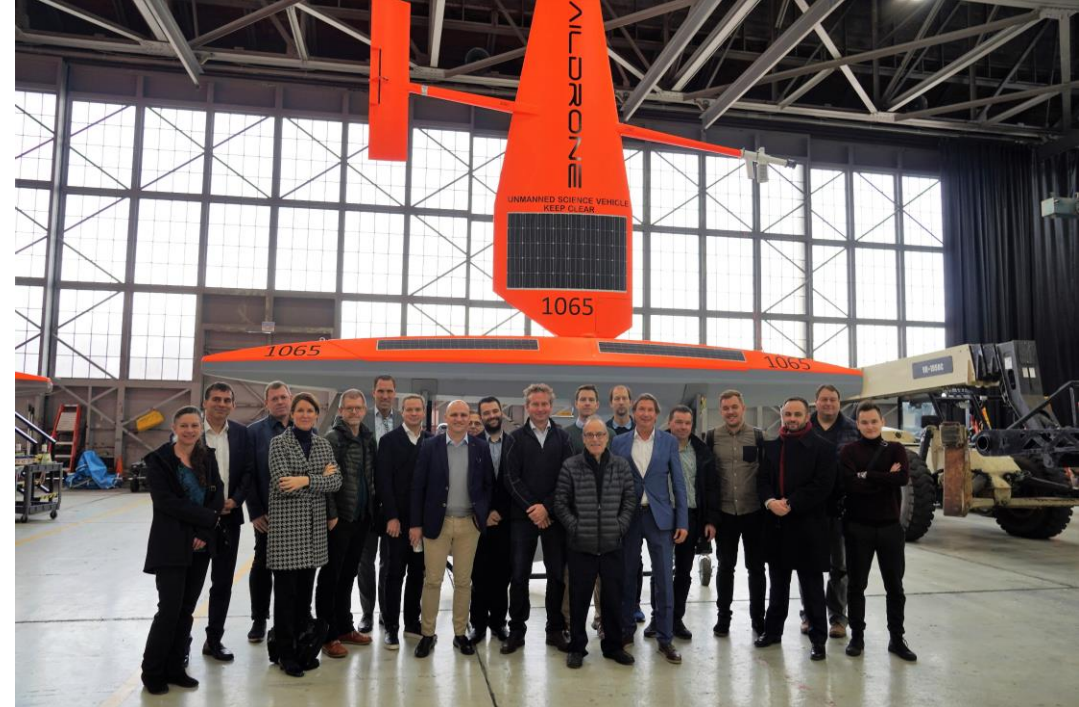


Low intention,  
low awareness

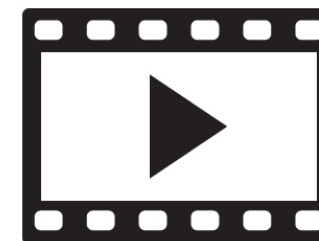


# Saildrone

- Global fleet of autonomous vehicles
- Cost-effective solutions for data collection
- In the most remote regions of the ocean
- In the harshest conditions
- Ocean mapping up to 7km in depth
- Ocean and climate data collection



Explainer



Hurricane

*"We've more completely mapped the surface of Mars than our own earth's ocean floor, only 20% is mapped"*

Richard Jenkins, Founder & CEO

Video Links:

<https://tinyurl.com/saildroneexplainer>

<https://tinyurl.com/saildronehurricane>





# Thank you for your attention!

Dr. Georg Fűrlinger

 Georg Fuerlinger

fuerlinger.georg@gmail.com

9<sup>th</sup> of Nov 2021, FH Technikum Wien

