Statistical analysis of ITS current events

UROP Research Abstract
UMTRI - Human Factors
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ABSTRACT

Product announcements and press releases provide an indication of future product developments in the telematics industry (i.e. industry relating computers to telecommunications). To be responsive to rapid changes in the industry, it is even more important for manufacturers, suppliers, and government agencies to have early knowledge of industry developments. However, such information was formerly non-existent.

To remedy such problem, a statistical analysis of current telematics stories was undertaken, including more than 500 headline news stories over a period of 6~8 months. For each story, four characteristics were identified: application (e.g. in-car, phone), product (e.g. navigation, Internet), announcement (e.g. product, meeting) and market (e.g. in-car, handhelds). The results indicated that the major trend of handheld wireless devices is the distribution of location sensitive services (traffic, driving directions, etc.) and an increasing integration of security features (OnStar, anti-collision, tracking, etc.) for in-car systems. Furthermore, the report provided additional distribution percentages on the nature of product development partnerships (in-car, handheld), financial investments (by industry), meeting notices and survey results. Determining such market trends provide crucial knowledge to manufacturers, suppliers and others, enabling them to satisfy a demand, develop market-oriented products/services, and generate further revenues.