

TOYOTA Motors

Showcasing the latest Intelligent Transportation System (ITS) for stakeholders

Toyota has developed an ITS that avoids traffic accidents by communicating with roads and other vehicles providing the driver with safety advice and instructions in real time. Using information about vehicles nearby and the roads in the surrounding area, the vehicle is able to give cautions to drivers about things that the driver may have overlooked otherwise.

PROBLEM

Toyota recognises that for their ITS to be utilised widely, the stakeholders must be informed of their ITS development. In previous exhibitions, Toyota has used other simulators and real video footages to try to illustrate their work, but these have not worked as well as they hoped.



SOLUTION

Toyota met FORUM8 at the ITS World Congress 2007 in Beijing. Toyota was desperately looking for a system which could demonstrate their state-of-the-art ITS. After discussions, Toyota decided to try out UC-win/Road and the Advanced Simulator at ITS World Congress 2008 in New York to showcase their Vehicle-Infrastructure Cooperative Systems. The interactive driving scenarios and the realistic driving experience, coupled with the flexibility and versatility of UC-win/Road was the perfect solution to help the visitors of the exhibition to learn about the ITS development that Toyota has been working on for many years.

RESULT

FORUM8 driving simulator was the most cost-effective and most time-saving solution Toyota has ever come across. Also, due to its flexibility and the great support offered by FORUM8, any problems that they encountered could be rectified. For example, it was found that drivers focused too much on driving, and could not pay attention to Toyota's ITS. FORUM8 staff worked with Toyota to find a solution to this problem and implemented it. At the World Congress in New York, many visitors tried the simulator, and Toyota received many inquisitive questions about the Vehicle-Infrastructure Cooperative Systems. Toyota decided to use the same simulator for the ITS World Congress 2009 in Stockholm and other exhibitions all around the world.

