Light & Safety – Capital Market Days 2019

Kevin Chevis – Division Head | November 2019

Making roads and communities safer
Making roads and communities safer
We serve the needs of public authorities in four traffic safety market segments

TRAFFIC RELATED
- Electronic tolling
- Road User Charging (RUC)
- Other ITS

TLE core business:
- Speed enforcement
- Red light enforcement

Safety ("Vision Zero") & Environmental protection
- Road safety management ("Safety as a Service")
- Driver behaviour
- Emissions / monitored access
- Journey Time
- ANPR
- Denying criminals the use of roads
- Intelligence gathering

Traffic Law Enforcement
Civil Security
Infrastructure maintenance/monetization
L&S Strategy
Three shifts will enable our division to get into a leading market position

Creating values for our customers:

Develop more functionality

Converge technology across products, uses and functions

Offer more local services

Jenoptik Light & Safety will …

… demonstrate the value of outcomes in the application of technology
… proactively play our part in the delivery of safer roads and communities
… develop and lead the market in ‘Safety as a Service’
… offer solutions to exploit big data across different agencies

We have the required abilities and competences
New service offers in traffic safety
Global initiatives like Vision Zero aim to make roads safer and more efficient
Autonomous vehicles and assisted driving is an opportunity

New rules for monetization
Growing requirement to maximize return on investment, encourages the wider adoption of service sourcing

New technologies
Multi-purpose integrated systems, with extended functionality and increased use of big data/intelligence

Our contribution
Lead the development of solutions which enable a safe and environment for autonomous vehicles
Proactively help our customers to achieve their goals and strategies
The provision of intelligent, multi use, non-intrusive photonic products to lead/influence the standards for comprehensive traffic solutions
A strategy and capability to exploit the wide adoption and use of big data

L&S Strategy
Our division will grow by actively shaping the transformation of the traffic safety market

Trends in traffic safety

Our contribution

Proactively help our customers to achieve their goals and strategies

The provision of intelligent, multi use, non-intrusive photonic products to lead/influence the standards for comprehensive traffic solutions

A strategy and capability to exploit the wide adoption and use of big data

L&S – Strategy implementation
Innovative leap forward (product roadmap)

From the old …

With legacy upgrade compatibility…

To the new ….
L&S – Strategy implementation
Leveraging full potential of target regions

Defend current market positions and realize growth in our selected regions for Traffic Law Enforcement and Civil Security

Progress/Success 2019:
Focus - North America

Investment in local technical content, local support, product roadmap, and close relationship means:

– Strong revenue growth and
– Significant order entry growth in 2019
L&S – Strategy implementation
Leveraging full potential of target regions

Defend current market positions and realize growth in Safety & Environmental sector

Progress 2019:
Focus - missing legislation for video based enforcement in many European countries

Political work/lobbying to prepare the ground for our solutions, for example

- Federal Press Conference in Berlin planned with BVST and Deutsche Umwelthilfe in November
- Participants: Members of Parliament (Bundestag), Journalists, Public Authorities
L&S – Strategy implementation
Leveraging full potential of target regions

Defend current market positions and realize growth in our selected regions for Traffic Law Enforcement and Civil Security

Progress / Success 2019:
Focus - Middle East

Investment in local staff, roadmap and relationship means:

– Specified supplier of nationwide civil security solution
– Deep Learning/AI enables us to differentiate
L&S – Strategy implementation
Pro actively build RUC, with existing products

Exploit our experience with Toll Collect HGV Tolling to grow a sustainable Road User Charging business

Progress / success 2019
Focus - Market positioning
Investment in marketing, business proposition and sales staff means:

- Potential opportunities to resell adapted Toll Collect system
- Numerous consultations with Road Agencies world wide

AI/Deep Learning enables to offer a solution offering increased value for money
L&S – Strategy implementation
Shape future of autonomous vehicle safety

Enhancement of traffic-safety for all road users (Including vulnerable road users) in the era of mixed-vehicle traffic environments

- Definition of value propositions including product roadmap
- Go to market plan
- Building blocks for technical solution conceptualized
- Important contributions of Artificial Intelligence to create Unique Selling Points identified
Introduction
Positioning of L&S in Jenoptik Group

Jenoptik Strategy: Intelligent use of photonic technologies …

… creates value for the customer

Our competence:
- Intelligent and efficient integration of multiple technologies with…
- … focus on photonics

Our differentiator:
- Application & process know-how to understand the customer’s requirements
- Data - generated by intelligent roadside based photonics and other sensors (sensor fusion), leveraged using Artificial Intelligence

Sustainable B2G business following the mega-trends of safety, urbanization and climate change
Thank you