

PRESS RELEASE

12 DECEMBER 2023

FLANDERS PIONEERS WITH PERSONALIZED WARNINGS ON WRONG-WAY DRIVING THROUGH SMARTPHONE APP

Flanders' ministers of Mobility and Public Works Lydia Peeters and of Innovation Jo Brouns present a real-time detection system that warns wrong-way drivers as well as drivers in the vicinity, through navigation apps in the car. The system was developed by Bosch and is part of the Mobilidata program of the Flemish government and imec.

Tailored warnings

The Federal Police counts an average of 350 to 400 wrong-way drivers on highways in Belgium each year. These wrong-way drivers, often involved in head-on collisions with other drivers, can cause severe accidents.

To reduce the risk of wrong-way driving accidents, two elements are crucial: better detection of wrong-way drivers, and targeted notification of drivers in the vicinity of a wrong-way driver. Mobilidata, the program of the Flemish government and imec that develops technological traffic solutions, joined forces with the German technology company Bosch to incorporate both elements into several free smartphone applications connected to Mobilidata.

Flanders' ministers Peeters and Brouns are extremely proud to be the first government in the world to integrate digital wrong-way driver detection into its traffic information channels.

Innovative communication channel for road users and road authorities

The Flanders Traffic Control Center distributes traffic information, including warnings for wrong-way drivers through website updates, radio messages, notifications on the built-in navigation systems of some vehicles.

With the new solution, the exact location of a driver is taken into account, and only wrong-way drivers and people in the immediate vicinity receive a warning in their smartphone app. As a consequence, non-affected drivers will not be receive irrelevant messages.

Bosch's solution builds on a large amount of national and international qualitative traffic data, from multiple data sources such as smartphone apps. Car manufacturer Skoda, part of the Volkswagen Group, has already integrated the technology into the infotainment system of their new models.



*"Thanks to MobiliData, we can react even better to wrong-way drivers and save lives on our roads. This innovative solution is a promising tool that alerts drivers to potential dangers and enables them to react accordingly. It is an important step towards zero fatalities in traffic in Flanders. Given the high risks of wrong-way driving for road safety, the traffic operators and police officers in the control room of the Flanders Traffic Control Center tend to be very alert to the problem. As soon as they become aware of a wrong-way driver, they immediately start warning road users on a big scale through various communication channels. Thanks to MobiliData and Bosch we will have an extra information source to detect wrong-way drivers. We are curious and happy to get started with it," says Flanders' minister of Mobility and Public Works **Lydia Peeters**.*



*"As Flanders' Minister of Innovation, I am very pleased with the results of the MobiliData program that we are witnessing here today. This shows that innovation and digitalization are not empty words, nor are they goals in themselves. Innovation and digitalization are important for addressing societal challenges and thus creating a better situation for everyone. Increasing traffic safety through technology is a perfect example of that!", according to **Jo Brouns**.*



*"One of our main targets is to increase road safety with software-based solutions and services. By sending our wrong-way driver warnings also to the Flanders Traffic Control Center in Flanders, together we will reach a much larger group of road users on highways and reduce hazardous situations in real-time for everybody.", says **Patrick Incoletti, Director of Bosch Benelux**.*

BOILERPLATES

**MobiliData**

About Mobilidata

Mobilidata is a program set up by several Flemish government institutions and strategic research center imec in Belgium. The program is funded by Flanders Innovation and Entrepreneurship and is co-financed by the European Union (Connecting Europe Facility).

Mobilidata deploys a number of innovative technological solutions to enable safer, more efficient, and sustainable traffic in Flanders, much needed to lower the number of casualties in traffic on the one hand, and to reach sustainability goals on the other.

The program focuses on co-creation of technological solutions with policy makers, businesses, researchers, and road users. In a public-private cooperation, the program deploys intelligent traffic light controllers to optimize traffic flows, and to service specific road users, like emergency services, with a priority green light. Furthermore, Mobilidata assists road users with personalized traffic advice and warnings.

Key in the use of these services is trustworthy and high-quality data. Mobilidata aims to set the standard high to enable more data driven mobility solutions in the future.

More info on the website: Mobilidata | Targeted driving advice and intelligent mobility



About imec

Imec is a world-leading research and innovation center in nanoelectronics and digital technologies. Imec leverages its state-of-the-art R&D infrastructure and its team of more than 5,500 employees and top researchers, for R&D in advanced semiconductor and system scaling, silicon photonics, artificial intelligence, beyond 5G communications and sensing technologies, and in application domains such as health and life sciences, mobility, industry 4.0, agrofood, smart cities, sustainable energy, education, ... Imec unites world-industry leaders across the semiconductor value chain, Flanders-based and international tech, pharma, medical and ICT companies, start-ups, and academia and knowledge centers. Imec is headquartered in Leuven (Belgium), and has research sites across Belgium, in the Netherlands, and representation in 3 continents. In 2022, imec's revenue (P&L) totaled 846 million euro.



About the Flanders Traffic Control Center, part of the Agency for Roads and Traffic

The Flemish Agency for Roads and Traffic (AWV) manages some 7,000 km of regional ways and motorways and over 7,700 km of cycle paths in Flanders. We work on better mobility every day and do so together with various partners. Our agency wants to be the leading, future-oriented road manager for all road users. We are the engine of safe, reliable and sustainable infrastructure and traffic management. Road safety is our priority.

About Bosch



Bosch has been present in Belgium since 1907. The Bosch Group employs approximately 1,300 associates in Belgium. The main sites are located in Tienen, Anderlecht and Mechelen.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 421,000 associates worldwide (as of December 31, 2022). In 2022, the company generated sales of 88.2 billion euros. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 85,500 associates in research and development, of which nearly 44,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

Additional information is available online at

www.bosch-press.be, www.bosch.be, www.bosch.com, www.iot.bosch.com, [www.twitter.com/BoschBelgium](https://twitter.com/BoschBelgium), www.linkedin.com/company/bosch-belgium/ and YouTube: Bosch Belgium

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