



## ***4. Promotion toward Smartway***



## Strong Promotion as National Policy Promotion toward Smartway

	<b>1996</b>	Overall framework for ITS	
	<b>1996</b>	VICS service begun	
	<b>2001</b>	ETC service begun	
Second Stage ITS	<b>2004</b>	Smartway proposal	<b>“ITS Enter the Second Stage”</b>
	<b>2005</b>	IT policy package	
	<b>2006</b>	New IT Reform Strategy	
	<b>2007</b>	Smartway 2007	
	<b>2008</b>	Trials of driving safety support systems throughout Japan	
	<b>2010</b>	Nationwide deployment	

## Definition of Smartway

## Promotion toward Smartway

### Definition of Smartway

- Smartway refers to the road system that allows the exchange of various types of information among cars, drivers, pedestrians, and other users.

### Foundation for the deployment of various ITS services

- Integrated realization of ITS to provide safe, smooth road transportation and a positive environment.

### Foundation for affluence and comfort in life and society

- More efficient movement of people, goods, and information
- Realization of comfortable living spaces
- Building the national infrastructure that provides safety and peace of mind

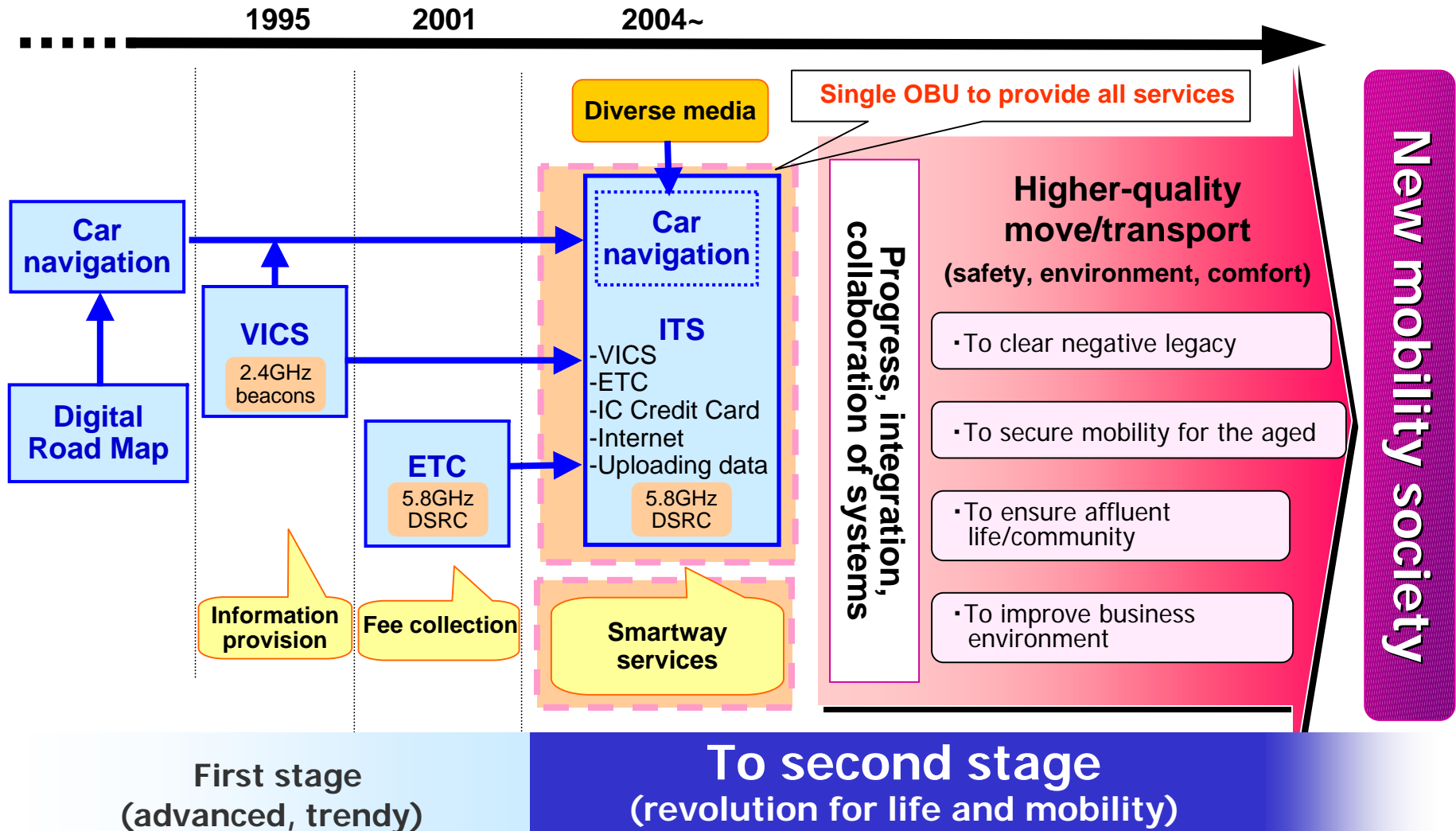


**ITS provides foundation for cooperative road-vehicle services**

# Smartway: Second Stage of ITS

Promotion toward Smartway

ITS has been changing from convenient (advanced, trendy) to really useful tool for our society.



# Realization of Smartway: Open Platform

## Open Platform Realizing Wide Variety of Smartway Services

Focus was to create the common foundation available to many operators including private sectors (Open Platform)

