



Press Release

IHK study on satellite navigation: access to data still a problem Mobility and leisure offer the most potential

Reutlingen, 15 September 2015. Apps in your sat-nav to avoid traffic jams or satellite-controlled vehicles on building sites: satellite navigation is increasingly becoming part of our everyday life and working world. Many of these useful services are being developed by companies in Baden-Württemberg. A study by IHK Reutlingen examined which technological fields make the most use of satellite navigation, and asked the companies about the fields of the future and their recommendations.

“Most companies are satisfied with Baden-Württemberg as a technological location” concluded Dr Wolfgang Epp, CEO of IHK Reutlingen. The survey only covered technology companies with years of experience in satellite navigation. Most work in the fields of mobility and logistics, construction and geodesy. However, the companies can also see potential in other fields, such as the leisure sector. The momentum for new uses mainly comes from new technology for seamless navigation between indoors and outdoors, and from technology related to automated vehicles.

The fact that positions can be determined even more precisely thanks to more accurate measuring is another reason behind the new uses appearing, e.g. in disaster control. According to the experts, a close-knit exchange of ideas between industry, research institutes and universities in the region is stimulating innovation and new developments. The biggest shortcoming in Baden-Württemberg is said to be the lack of willingness to put forward-looking mobility concepts into action, e.g. to ease the flow of traffic.

Better infrastructure required

Corporate competitiveness depends greatly on the technological infrastructure which is available. The companies see an independent European global navigation system as a prerequisite and urgently recommend the swift completion of the European satellite navigation system “Galileo”. Another recommendation concerns access to public data, such as maps or statistics. Despite federal and EU initiatives, companies still do not see this as sufficient. They recommend further improving regulated access to such data, taking into account German privacy law. Companies lack any clear specifications on how to use information on users and movements, e.g. to organise the local public transport system better. Here, regulated models for private operators with anonymised user data for companies to use would be helpful.

The study “Satellite navigation in Baden-Württemberg: status quo and potential” was carried out by IHK Reutlingen. Since 2007 the IHK has been organising the region’s entry in the European Satellite Navigation Competition, setting up an office for this purpose at the IHK Institute for Knowledge Management and Knowledge Transfer (IHK-IWW).

IHK service

For information on the study "Satellite navigation in Baden-Württemberg: status quo and potential", please contact Dr Stefan Engelhard at the office for the European Satellite Navigation Competition (ESNC) in Baden-Württemberg, c/o IHK Reutlingen, Hindenburgstr. 54, 72762 Reutlingen, Germany, tel. +49(0) 7121 201 – 119, e-mail: engelhard@reutlingen.ihk.de, Internet: www.reutlingen.ihk.de and www.galileo-masters-bw.de.