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Open the door for the heart of innovation
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1. 【**CASE – Intuitive Mobility Concept**】

What is CASE

"Connected, Autonomous, Shared, Electric: Each of these has the power to turn our entire industry upside down. But the revolution is in combining them in a comprehensive seamless package."

Speech by Dr. Dieter Zetsche-Chairman of the Board of Management of Daimler AG@PariAutoshow2016

(a) Connect
Neuron network for society
For Comfort, safety, and culture and entertainment in a new dimension. Further most likely as industry4.0

(b) Autonomous
Level3-4 Vehicle in Highway
Last one mile Level4 City Service
humanize or humanoid(AI)

(C) Share & Service (Mobility-as-a-Service)
New idea between personal and public
Major OEM shift to the mobility provider

(d) Electric Drive
Hybrid – Harmonization of motor and ICE
BEV   H2-FCV

2.【What is MaaS】

World first mobility operator born in Finland

The world's first mobility-as-a-service company will combine all the existing transport services, e.g. public transport, taxis and private cars, into a single mobile application on the 'single-ticket principle' and offer personalized transport plans tailored to customer needs.

http://www.goodnewsfinland.com/world-s-first-mobility-operator-born-in-finland/

The integration of multiple transportation modes for people or goods into a unified on-demand service. It provides an alternative to personal vehicle use for diverse population segments, business types and geographical regions.

Carmaker   ridesharing roundup

BMW + ReachNow   Daimler + car2go   GM + Lyft
Toyota + Uber   VW + Gett

3.【Four Challenging】

Technology   Infrastructures   Acceptance   Fault
These four keys mast be integrated.

User must understand the concept and philosophy behind the technical theory.

4 【World's Auto show】

Start up meet the light place for innovation and creative collaboration
From trade show to Tech show in order to *mine* stat up
New face : CES ,SXSW and Burning man

Today, tomorrow, the day after Beyond mobility
Close-knit community to use data to improve city service(CaaS)