



Connected Cars: Unlimited possibilities for future vehicles

Our [first article](#) of this series introduced the keyword "CASE" which represents the current and future trends of tomorrow's cars and how Thailand has been preparing for the coming technologies. This article discusses the first and probably most diversified potential of features in the "C" of CASE: Connected cars.

Looking back on the 20th century from when the internet first emerged up until today, our everyday lives have changed immensely and irreversibly thanks to the technology that now connects more than half of the world's population, and is continuing to expand its reach each year. It has not taken long for devices other than computers to be able to connect with the internet and become another part of a system which interacts with humans. Today, in the era of the Internet of Things (IoT), some of us may not be aware how often machines interact with each other to make our daily activities more convenient as well as to suggest various options for our consideration, from the beginning to the end of the day. Connected cars will make us feel the same way when we look back at this point of time in history.

Simply put, connected car technologies make vehicles become "smart and alive", just like the way our smartphones do, and may be smarter in some circumstances. Many existing and new players including automotive parts manufacturers and major communication and electronic device manufacturers are currently focusing on development of various parts and infrastructure for connected cars, which will create a new ecosystem in the automotive industry. Connected cars are expected to be linked with numerous networks via the internet and intranets which will enable potential new features with high-speed communication.

Below are a handful of promising features of connected cars:

- Geofencing: With the combination of the global positioning system (GPS), radio frequency identification (RFID) devices, virtual maps and



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connected cars, virtual boundaries can be defined and specific rules can be applied to connected cars when they enter or leave designated zones. The purposes of geofencing vary, such as fleet management, marketing or even law enforcement, such as for tracking stolen cars.

- Emergency call ("E-call"): Connected cars are expected to provide safer experiences. In the event of an accident, connected cars with smart detectors can immediately signal the nearest hospital or rescue center as well as the applicable insurer and can provide accurate information about the accident site or describe how severe the situation is for prompt and effective handling.
- Driver monitoring: Facial recognition technologies have become more conventional and accurate for providing better security and comfort. Connected cars with driver monitoring features may not only "remember" their drivers without using keys but also suggest the timing to rest for long-distance drivers to ensure the safety of the trip.

Without a doubt, the technologies and features in connected cars will be attractive and exciting to consumers. On the other hand, numerous legal aspects as well as local legal developments need to be monitored. Since connected cars tend to be "personalized" by collecting, transmitting and exchanging massive amounts of data, data privacy and cybersecurity are crucial issues but definitely not the only ones.

Connected cars will require real-time communications with the data center or edge server of each IoT platform to perform their tasks. This will very likely involve overseas entities and will trigger certain laws including the Personal Data Protection Act. The log data collected during driving by several devices is likely to contain vehicles' positions, routes, timing and duration, environment and proximity information, which may require cautious handling.

In the first place, some may argue over who (whether the driver, the car owner or the system/service provider) should be the proprietor and have rights of control and appropriation over the collected data, which can be far more valuable than the vehicles themselves once properly analyzed. Data collected stealthily may create issues as well.

While the IoT related legal framework in Thailand, which would highly involve connected cars, is under development, considering this fast moving trend, the relevant authorities may study and adopt some concepts from foreign legal frameworks, such as the US IoT Security Law and relevant EU regulations and directives for developing the country's local legislation in the near future.

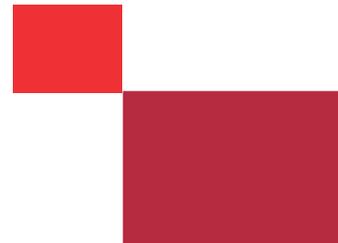
Additionally, when it comes to marketing purposes of featured connected cars, legal regimes on e-commerce related consumer protection as well as direct marketing are expected to play vital roles in shaping the legal framework on connected cars.

Again, the future of the automotive industry is more exciting and promising than ever with CASE and the consumer should enjoy more safety and more comfort with smarter vehicles while the competition among existing players and new players in the industry increases and becomes more diverse. If we equip ourselves with the knowledge of potential issues under the law, we should expect our future journey with connected cars to be smooth driving. We will monitor the latest developments of the relevant legislation and keep you updated.

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In our next article, we will look at further CASE trends – this time at "A": Autonomous cars.

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