

## NEW AUTO SAFETY TECHNOLOGIES LEAVE DRIVERS BEWILDERED

**WASHINGTON:** Many Americans buying new cars these days are baffled by a torrent of new safety technology. Some features will automatically turn a car back into its lane if it begins to drift, or hit the brakes if sensors detect that it's about to rear-end someone else. There are lane-change and blind-spot monitors, drowsiness alerts and cars that can park themselves. Technologies once limited to high-end models like adaptive cruise control, tire-pressure indicators and rear-view cameras have become more common.

The features hold tremendous potential to reduce deaths and injuries by eliminating collisions or mitigating their severity, safety advocates say. But there's one problem: Education on how to use them doesn't come standard. Bewildered drivers sometimes just turn them

off, defeating the safety potential. "If people don't understand how that works or what the car is doing, it may startle them or make them uncomfortable," said Deborah Hersman, president of the National Safety Council. "We want to make sure we're explaining things to people so that the technology that can make them safer is actually taken advantage of."

The council and the University of Iowa, along with the Department of Transportation, are kicking off an education campaign Wednesday to inform drivers on how the safety features work. The effort includes a website, MyCarDoesWhat.org, with video demonstrations. In a survey by the university, a majority of drivers expressed uncertainty about the way many of the safety technologies work. About 40 percent reported that their vehicles had

behaved in unexpected ways. The least understood technology was adaptive cruise control, which can slow or speed up a vehicle in order to maintain a constant following distance. That technology has been available in some models for at least a decade.

The features vary from manufacturer to manufacturer, from model to model and from one options package to another.

Joe Kraemer, 70, a retired accountant from Arlington, Virginia, said the first time he drove his wife's 2015 E-Series Mercedes he nearly jumped out of his seat. He was beginning to change lanes when suddenly there was a piercing "beep beep beep beep. ..." Now when that happens, his wife tells him: "Relax. It's just that you have somebody in your blind spot and you're about to kill us." Kraemer's wife, who has

been driving for 50 years, has been back to the dealer twice for hour-long lessons on how to use the car's features.

"She's really learning a computer," he said. But as the technologies become more available in lower-priced models, dealers may not be willing to spend as much time with drivers as Mercedes has with Kraemer's wife. Owner's manuals are also falling short, safety advocates say. They have become "documents written by lawyers for lawyers," said Clarence Ditlow, executive director at the Center for Auto Safety.

"From perhaps a 50-page understandable document 20 years ago, they have gone to a 500 page opus that is intimidating to all but the most studious car buyer," he said. Some manufacturers offer CDs or DVDs on how to use safety systems, but "most of the time drivers don't actu-

ally take the time to review them," said Peter Kissinger, president of the AAA Foundation for Traffic Safety. A study by the foundation of early safety technology adopters found that some drivers believed collision warning systems would brake to stop their vehicles for them, when actually the systems only alert drivers to an impending collision. It's still up to the driver to hit the brakes. "That's a dangerous scenario," Kissinger said. Some collision mitigation systems, increasing in availability, do more than warn, actually applying the brake if the driver doesn't act quickly enough. The National Highway Traffic Safety Administration announced last month that it has reached voluntary agreements with 10 automakers to make automatic braking standard in their cars, although there is no timeline yet. — AP

## MICROSOFT REDEFINES THE LAPTOP WITH SURFACE BOOK

**KUWAIT:** Microsoft Corp. on Tuesday unveiled new Surface, Lumia and Microsoft Band devices, taking advantage of powerful and versatile hardware to unlock new Windows 10 experiences, including fast and secured login with Windows Hello; new Cortana2 experiences that turn Windows 10 devices into a personal assistant; improved touch and pen experiences on Surface; and Continuum for phones, which enables the new Lumia 950 and 950 XL phones to work like PCs. Showcasing the innovation possible with Windows 10, Microsoft also shared new gaming experiences from Xbox and new details on Microsoft HoloLens, the first fully untethered holographic computer.

Now running on 110 million devices around the world, Windows 10 is off to the fastest start in history - seeing upgrades at three times the rate of Windows 7 in the same time period. With more than 1.25 billion visits to the Windows Store, Microsoft announced all-new universal apps for Windows 10, including Box, Facebook, Instagram, Candy Crush Soda Saga, Flipagram, Uber, and others. These apps add to the existing Windows 10 experiences that will be available on the new Microsoft devices.

"With Windows 10 and these new Microsoft devices, you are at the center of magical new

experiences," said Satya Nadella, chief executive officer of Microsoft. "We're moving people from needing to choosing to loving Windows, and these devices promise to fuel even more enthusiasm and opportunity for the entire Windows ecosystem."

allows Surface Book to harness the full power of hardware-accelerated graphics for seamless video editing, fast rendering or immersive gaming.

The tablet that can replace your laptop just got thinner, lighter, faster

Microsoft also introduced Surface Pro 4, the thinnest, lightest and most powerful tablet that can replace your laptop. At only 8.4 mm thin, it features a stunning 12.3-inch PixelSense Display and 6th Generation Intel(r) Core m, Core i5, and Core i7 processors, enabling everyone from students to professionals to get more done on the go. Starting at \$899, Surface Pro 4 is not only 30 percent more powerful than Surface Pro 3 but also quieter, runs cooler, and is even more efficient with up to nine hours of battery life. The new Surface Pro 4 Type Cover6 takes Surface Pro 4 from tablet to laptop in an instant and features a redesigned mechanical keyboard with optimal key spacing for fast and fluid typing. Backwards compatible with Surface Pro 3, the new Surface Pro 4 Type Cover comes with an optional fingerprint reader, bringing the convenience and enterprise-grade security of Windows Hello to existing customers. The redesigned Surface Pen packs 1,024 levels of pressure sensitivity, letting you write, draw and mark documents with precision ink on one end and an eraser on the other.



Surface Book, Surface Pro 4 and new accessories are available for preorder in select markets Oct. 7, then for purchase in Canada and the United States on Oct. 26, with additional markets to follow. Full device and accessory specs are available here, here and here.

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### Surface redefines the laptop

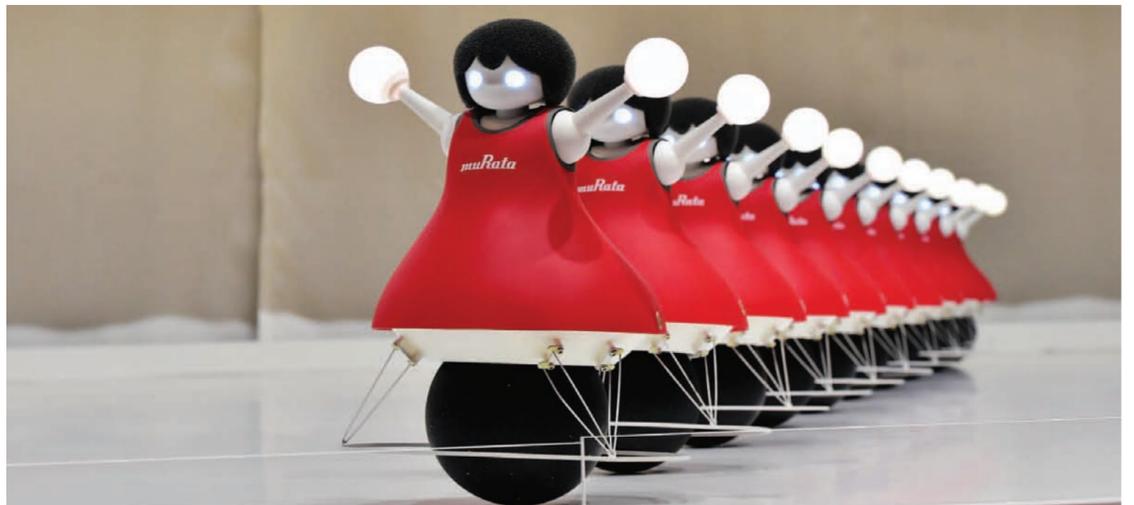
Building on its track record of pioneering new categories, Microsoft is redefining the laptop with the new Surface Book - a powerful, high-performance laptop with stunning craftsmanship and incredibly accurate and responsive pen and touch support. Ultrathin, Surface Book combines the impressive power of 6th Generation Intel(r) Core(tm) i5 and Core(tm) i7 processors with up to 12 hours of battery life. The 13.5-inch optically bonded PixelSense Display delivers a high-contrast 267 dpi display with improved latency and parallax, making it not just beautiful to look at but natural and fluid to write on. The screen also detaches, so it can be used like a clipboard to sketch, take notes and benefit from Windows programs like Microsoft Edge. An optional discrete GPU

### Lumia phones showcase power of Windows 10

The company also reinforced its commitment to mobile with the introduction of Lumia 950 and Lumia 950 XL, the first Windows 10 Lumia phones and newest premium phones from Microsoft. With more people using multiple devices throughout their day, Windows 10 provides a familiar and consistent experience that enables a seamless and productive transition from one device to another, whether PCs, tablets or the new phones. With Continuum capability for phones enhanced by the new Microsoft Display Dock accessory, connect the phone to a monitor and transform it for larger-screen entertainment, or add a keyboard and mouse to work like a PC with Windows 10 apps like Microsoft Office, while simultaneously taking calls or performing other tasks. With the latest-generation PureView cameras with 20-megapixel sensors, triple LED natural flash and 4K video capture, the Lumia 950 and Lumia 950 XL enable faster focus and crisper images and videos even in challenging conditions. Lumia 950 and Lumia 950 XL will become available in select markets in November; local retailers or operators can give pricing and availability. Full device specs are available here and here.

Lumia 550, Microsoft's most affordable 4G LTE smartphone running Windows 10, also joins the Lumia family. For people who value affordability, uncompromised quality and signature Microsoft services, Lumia 550 combines superfast Internet, the latest Qualcomm(r) Snapdragon(tm) quad-core processor with ultrafast LTE speeds, and the best of Microsoft services for just \$1395. Lumia 550 will begin rolling out in select European markets in December, with additional markets to follow. Full device specs are available here.

Achieve your fitness goals with Microsoft Band 2. The latest fitness wearable designed to help you live healthier and achieve more. The new Microsoft Band features a new curved display, making it even more comfortable to wear, and Cortana8 enables you to reply to texts or set reminders with the touch of a button. Alongside a continuous optical heart rate monitor and onboard GPS, the smart band still tracks calories burned, deep exercise and sleep quality - and now records floors climbed - all while maintaining up to two-day battery life. Microsoft Health is available as a universal Windows app, a dedicated app for iOS and Android devices, and via a Web Dashboard, all enabling people to set wellness goals and receive actionable insights.



**CHIBA:** Japan's electronic parts maker Murata Manufacturing displays a formation dance of small robots, known as the "Murata Cheerleaders," as they perform at the Ceatec electronics trade show in Chiba, suburban Tokyo yesterday. — AFP

## PING PONG ROBOT AND A MIRROR THAT DOESN'T LIE, UNVEILED IN JAPAN

CEATEC ASIA'S LARGEST ELECTRONICS FAIR

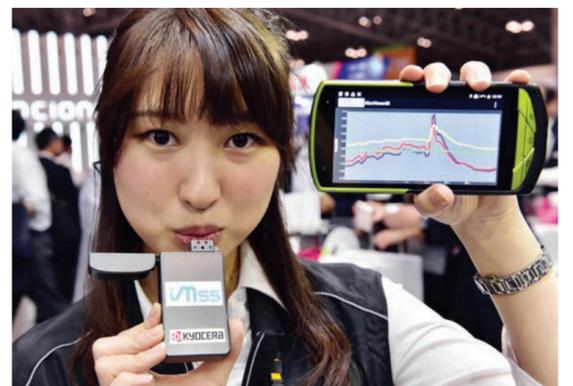
**CHIBA:** A ping pong playing robot, a flying origami bird and a mirror that some might find a little too honest for comfort were on display at a huge tech show in Japan yesterday. The gadgets are all part of this year's Cutting-edge IT & Electronics Comprehensive Exhibition (CEATEC), Asia's largest electronics fair, outside Tokyo.

Prominent among the pack was a robot arm made by automation parts maker Omron that can play-and coach humans at ping pong. "Immediately after the player hits the ball, the location of the robot's return ball is displayed on the table-tennis board, helping the player's next return," spokesman Masayuki Atsumi told AFP.

The robot uses both a camera and an array of sensors to detect the balls

movement and play a near flawless rally. The same technology can be used in vehicles to avoid collisions, said the company, which is known for its healthcare products. High above attendees, the sound of flapping wings could be heard. Rohm, a major maker of semiconductor devices and other electronic parts, had managed to create a foot-long origami crane bird, weighing just 31 grams, that can fly thanks to an ultra-light motor.

"Making everything light was a difficult part in developing this," spokesman Takumi Furukawa told AFP. The same company has also invented a sensor which can be placed in luggage to reveal whether suitcases get bashed around by handlers during flights-and reveal a suitcase's location should it get



**CHIBA:** Japan's electronics giant Kyocera demonstrates a prototype device and a smartphone that can analyse health parameters from a user's breath during Ceatec, Asia's largest electronics trade show in Chiba. — AFP



**CHIBA:** An employee of Japan's computer giant Fujitsu demonstrates a prototype of the "Retissa" retinal imaging eyewear - which can project digital images onto the user's retina using laser beams for low vision patients. — AFP

lost in transit. Furukawa said the sensor was a prototype that they hoped could be commercialised by a luggage manufacturer.

Electronics giant Panasonic also displayed their vision of what a hi-tech home could look like, complete with a variety of gadgets and appliances that communicate with each other.

That includes a mirror which, when hooked up to the rest of the gadgets in the home, can display your body mass index (BMI) — a measure of body fat based on height and weight-when a user sits down in front of it. The mirror can also gauge how healthy your skin is as well as overlay virtual cosmetics on a user's face to help guide their morning make-up routine after a

regret-tinged night on the tiles.

The same home also boasted a dining room table and window which can react to conversations-displaying, for example, images of a recent trip a family might have taken once they start talking about it. Company spokesman Daisuke Uehara said their presentation was an idea of what a home might look like in 2018-20.

"There are no concrete commercialisation plans but we already have this technology to realise if customers wanted it," he said. About 530 companies are taking part in the trade show, around one quarter foreign exhibitors from 19 countries and regions, led by China, Taiwan and the United States. — AFP

## EMC AND IDC SHOWCASE FOUNDATION FRAMEWORK FOR THE SMART CITY

**DUBAI:** EMC Middle East and International Data Corporation (IDC) yesterday released a white paper that provides deep insights designed to empower governments around the world and in the region to aid the transformation of their urban centers into Smart Cities.

The whitepaper comes at a time where the rapid pace of urbanization, coupled with the digital transformation characterized by the pervasive adoption of information and communication technology (ICT) among individuals, businesses, and governments, are driving the social and economic transformation of cities around the world. A recent United Nations (UN) report predicts that, by 2050, nearly 70% of the world's population will be concentrated in urban centers; the GCC countries are widely expected to have one of the highest urbanization rates in the world, ranging from 80% to 100%.

EMC aims to provide a Smart City platform that is open, agile, software-defined and data analytics driven which deliver the speed, performance and scalability needed for hyper-connected,

data-driven cities. Comprising three critical layers, the EMC Federation Smart City platform brings together best-of-breed technologies from EMCII, VMware, VCE, Pivotal, RSA and Virtu stream. The EMC Federation Smart City Platform provides leading edge technologies to host the applications of today and to enable the development of Cloud Native applications which will enable the Cities to accelerate innovation adoption, deliver superior, fast and personalized Citizens and businesses experience and achieve agility and sustainability.

The whitepaper provides essential guidance to all stakeholders within the smart city ecosystem, outlining the benefits, the key ICT building blocks of a smart city and the significant role of ICT innovation. The research shares insights into the effective deployment of a comprehensive set of transformation technologies including cloud, big data analytics, data lakes, and security to build the agile, data-driven cities of tomorrow. Citing the need for a strong, collaborative ecosystem of stakeholders, the research also outlines a Smart City maturity mod-

el2 that can be used to assess a single Smart City stakeholder or project or multiple stakeholders within the city ecosystem. IDC provides insight on the five stages of maturity of a Smart City each based on the evaluation of ICT readiness, government processes, coordination, collaboration and data governance.

IDC predicts that by 2020, the world will see more than 30 billion connected devices forming the internet of things ecosystem and all the apps and devices

creating as much as 44 zettabytes of data (or 44 trillion gigabytes) in the digital universe. This transformation will lead to a data-driven software-defined world in which every "Smart device" will be receiving or transmitting vast amounts of data. The GCC region is already witnessing the innovation-powered transformation of cities across the region. In Saudi Arabia, cities such as Jeddah, Makkah and Riyadh have been earmarked for modernization.

