

June 22, 2011

Dear friends,

This brief newsletter is an update about **THE JOURNEY** that I have begun: patents have been filed and I have left my job to promote the AutoMate concept. No, I don't think it will be a quick journey. In the coming months most of my time will be dedicated to finding a partner and an investor and determining which path to take in order to go forward: academic, regulatory or financial?

We have now a Web site where you can find our newsletters:

<http://www.automate.co.il/publications.html>

The next newsletter (hopefully) is planned for the end of September, after my return from the fifth annual PODCAR City conference, to be held in Stockholm (<http://podcarcity.org/stockholm/>).

Yours,

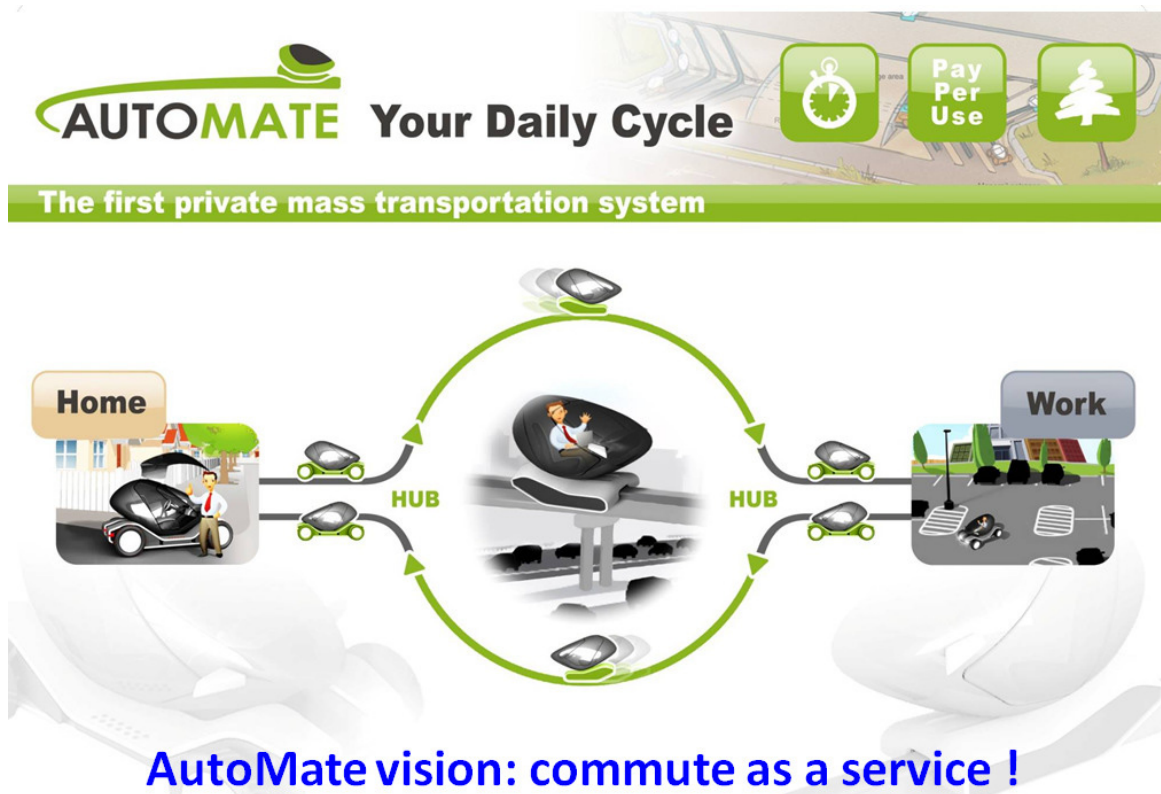
Neta

Evangelism

No doubt about it, I feel like a preacher who repeats his mantra over and over again to those that are ready to listen and give me 20-30 minutes of their time. For those who haven't heard or seen the latest version of the presentation, it includes the following sections:

- “Imagine...”, an excellent video created by Shay and based on Natan’s mechanics (praising reviews) describing what it’s like to ride in a “Smart”-like car that undergoes a transformation by changing chassis.
- System components
- System advantages

To view the presentation, see <http://www.automate.co.il/solution.html>



AutoMate vision: commute as a service !

The Building Blocks of the AutoMate Solution

- **The Passenger “Capsule”**
Total Privacy Throughout the Journey



- **The Alternate “Chassis”**
Infrastructure-Independent for Fast, Automatic Integration with Any Mode of Transportation

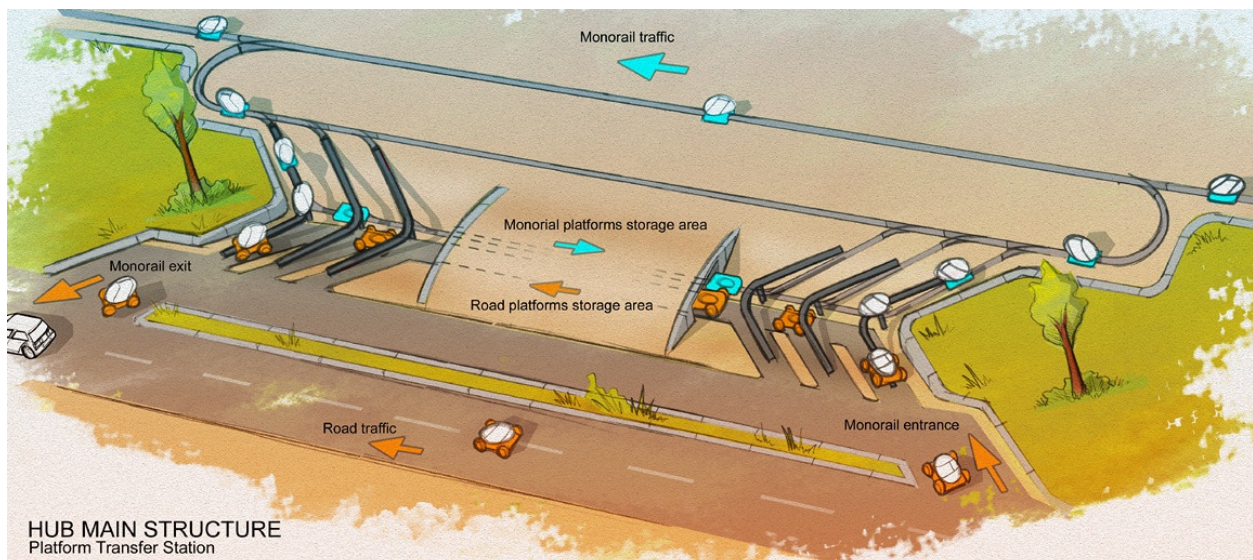
Road Chassis



Rail Chassis



- **The “Hub”**
Connecting the Different Types of Transportation Infrastructure



At this point, a smile usually appears accompanied by: “Wow...that’s right” and followed by a discussion about the expected limitations and difficulties.

There have been meetings with business people and entrepreneurs, key scholastic staff from the Technion and University of Tel-Aviv, senior officials from the Ministry of Transport, Aeronautics Industry, Goldman Sachs and “Siemens”, Israel.

Except for one meeting, no one raised the question about a profitable project. I interpret this as a sign that I have yet to meet the people that are interested in/can go to the more practical stages of the project. So the search goes on...

That’s it for meetings, and now for a riddle:

What’s the difference between the following illustrations?



Hint - you can find the answer using the following link:

<http://www.renault.com/en/vehicules/renault/pages/twizy.aspx>

(And once again, “well done!” to Shay and Liori for designing the superb AutoMate vehicle in such short time!)

Stockholm

The fifth annual POD Cars conference will take place in Stockholm, in September 2011 (www.podcity.org/stockholm).

As we approach the conference, following are some interesting updates in the world of POD cars:

- Secretary of State Hillary Clinton's visit to Masdar City in Abu Dabi (the video is not particularly interesting; the point is the visit itself) <http://www.youtube.com/watch?v=KgELDr2vjg8&fmt=22>
- A Finish company that designs PRT systems - an AutoMate equivalent?! <http://www.bmdesign.fi/en/company.html#1>
- Additional competition: the Volvo "Platoon" (Road Train Traffic). The video is worth watching, especially from 6:40, which demonstrates the Non-Scalability of the solution! Instead of mechanizing the process, they are attempting to control the driver! <http://www.fastcompany.com/1758931/road-trains-not-driverless-cars-are-future-hands-free-driving>
- In New Delhi, India, they are now contemplating a PRT system. Note the expected cost (\$1.12 billion for 105 km, 143 stations, 3000 vehicles), the energy required (one quarter to half the energy consumed by public/private transportation) and the proposed finance method (construction and operation for 30-35 years) <http://thecityfix.com/blog/can-pod-cars-transform-traffic-in-delhi/>

These costs reflect the **lower** cost of PRT in comparison to a regular train.

(-) Neta