

## The News Story



### **“Apple and Google Create a Buzz at Frankfurt Motor Show”**

*“WHETHER or not Apple’s secretive car project ever leads to an actual automobile, the technology company has already had a profound effect on the vehicle business.”* (The New York Times 17 Sept. 2015)

In the last century the invention of the car was one of the most innovative discovery, such as the electricity or the TV.

## Stay hungry Stay foolish

- Steve Jobs



Men started to feel free to move easily around the country, they met other people, knew different cultures.

Cars had also an emotional side: the excitement of the speed, the status symbol, the culture born around this world.

They changed during thees years, new shapes, new engines, but one thing remained the same: the driver.

Now we are probably close to a new revolution in automotive because of all the projects of autonomous cars, "self-driving car", mainly electric cars.

Not only the main carmakers are studying this new technology, but also some leading company of the so called "new economy" are very involved in this business.

Maybe the first one was Google, with his software called "Google Chauffeur", to equip different types of cars with the self-driving equipment (Toyota Prius, Audi TT, and Lexus RX450h) and now to develop their own custom vehicle.

The first group of Google vehicles started driving in 2012, even if with a driver in the driver's seat and completed over 500.000 autonomous-driving kilometers accident-free.

Google's vehicle drives at the speed limit it has stored on its maps and maintains its distance from other vehicles using its system of sensors ([national.co.uk](http://national.co.uk) 14 Dec 2014).

In June 2015, the Google's team announced that their vehicles have driven over 1 million miles, stating that this was "the equivalent of 75 years of typical U.S. adult driving", and that in the process they had encountered 200.000 stop signs, 600.000 traffic lights, and 180 million other vehicles.

During this years the Google's self-driving cars have been involved in 14 minor traffic accidents on public roads, but in all cases the vehicle itself was not at fault because the cars were either being manually driven or the driver of another vehicle was at fault (Los Angeles Times, 3 Jun. 2015).

*"Google hasn't decided whether it will manufacture the self-driving car itself or sell software and systems to traditional manufacturers like Ford Motor Co., General Motors Co., Toyota Motor Corp., Daimler AG and Volkswagen AG. Urmson said Google was in talks with all five about production proposals."* (International Business Times 14 Jul 2015).

But the biggest earthquake in vehicle business was the knowledge that Apple has a team of several hundred people working on car designs.

*"In order to expedite the project, codenamed Titan, Apple is growing the team working on the electric car by threefold, to about 1,800 employees. The rumored iCar will reportedly combine Apple's expertise in design, batteries, sensor technology and hardware-software integration."* (MacWorld 21 Sept. 2015)

*"Apple Inc. is accelerating efforts to build an electric car, designating it internally as a "committed project" and setting a target ship date for 2019, according to people familiar with the matter."* (The Wall Street Journal, 21 Sept. 2015)

As cars become rely on software platforms, Apple and Google have depths of tech expertise that the carmakers would have trouble duplicating. Those Silicon Valley companies have also financial resources that seems to be limitless.

What could happen in the future?

Maybe Apple car would destroy Mercedes-Benz or BMW the way the iPhone destroyed Nokia?

Or Apple and Google would turn the carmakers into mere hardware makers, such as the companies that manufactured iPhone, for example, and control the software and, more important, the profit.

*“Apple Chief Executive Tim Cook went to BMW’s headquarters last year and senior Apple executives toured the carmaker’s Leipzig factory to learn how it manufactures the i3 electric car, two sources familiar with the talks told Reuters.*

*The dialogue ended without conclusion because Apple appears to want to explore developing a passenger car on its own, one of the sources said.*

*Also, BMW is being cautious about sharing its manufacturing know-how because it wants to avoid becoming a mere supplier to a software or internet giant.” (Reuters 31 Jul 2015)*

One thing is for sure: the automotive world is changing and this means that our current idea of transport will change.

In the next future we’ll probably see self-driving cars taking us from our home to a restaurant, then to the dry cleaning shop, and finally back home.

We’ll probably share the cars instead of buying it. Why to buy one when you can just book your itinerary and wait?

After all we are already using car-share companies instead of use our car or call a taxi.



When I was younger I was a fan of David Hasselhoff and Kitt, his supercar, maybe when I’ll be older I’ll have the opportunity to call the car with my iwatch.



# The Investigation Project

## Iceland

It wasn't easy for me to find the right topic.

I have a lot of interests: sports, music, journeys ... and talking about journeys so many places I'd like to see.

Finally I found the right one, the place I'd like to see the most: Iceland



I think that visit Iceland could be a unique experience: an island close by the Arctic Circle, but, thanks to the Gulf Stream, with a cool, temperate maritime climate.

Iceland is also a geologically young country and its landscapes demonstrate the powers of the four basic elements: earth, air, fire, and water.

Active volcanoes, bright green valleys, glacier-cut fjords, black sand beaches, and roaring rivers are the most distinctive features of the Icelandic landscape. And although they are very accessible, they still remain virtually untouched by human civilization.

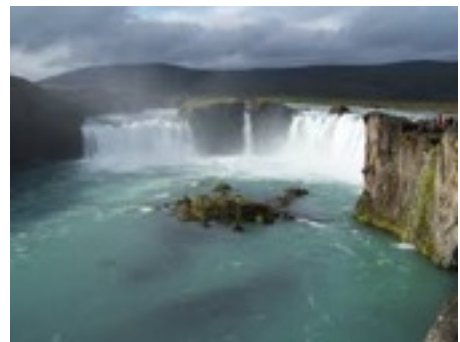


The east coast of Iceland is full of forest, farmlands and a range of small fjords and islands. Thanks to the East's many natural harbors, a variety of fishing villages and small seaside communities border the coast.

Impressive magma chambers filled with colorful mineral deposits can be seen and visited along the eastern coast.

West Iceland is one of Iceland's most geologically diverse regions, with volcanos, majestic waterfalls and a variety of flora and wildlife.

This vast area consists of fjords, valleys, craters, glaciers and volcanoes, but all with impossible names. Great hikes are found around Akranes and Hvalfjörður, with the mountain Akrafjall and the highest waterfall in Iceland Glymur less than an hour from Reykjavík.



Iceland's south coast is home to some of the country's most visited tourist attractions. The coastline itself is famous for its beauty, and the towns along the coast are famous for their fresh seafood.

The Reykjanes peninsula is a geothermal wonder, with more lighthouses than villages.



The Reykjanes peninsula has several high-temperature geothermal areas, volcanic craters, caves, lava fields, geothermal waters and hot springs.



The highlands of Iceland are an untamed mingling of rocky deserts, jagged peaks, volcanoes, ice caps, valleys and hot springs, that should be explored at all times with respect, care and preparatory measures.

During the summer months, the west coast of Iceland becomes an excellent viewing platform for witnessing one of nature's most magnificent shows on Earth - the setting of the midnight sun.

The skies blaze in super-shades of pink and gold that intensify in those few magic moments before dusk and the sun then remains dipped just below the horizon casting an enchanting spell of glorious, gloaming illumination until it rises again at dawn.



But Iceland is not only nature and wilderness.



The sparse Icelandic population has always enjoyed a gathering of good people. All-year round, you will find creative festivals dedicated to music, film and fashion. During summer, town festivals attract large groups of people around the country.

Maybe it depends on those long winter nights or perhaps the endless summer days, maybe it



has something to do with the exceptional quality of the beer and Icelandic schnapps; but whatever the is reason Reykjavík's legendary nightlife it's certainly one of the hottest places to party in the world today!



# The Book

## Open - An Autobiography

When I was young I used to play tennis. Not a professional one, but a really passionate player.

I spent hours on the court, trying to improve my technic, and hours in front of the TV watching al the major tournaments.

My favorite players were the so called “serve and volley” ones, such as John McEnroe first and Pete Sampras later.

Talent, unpredictability, instinct, elegance and a touch of something crazy were always been my favorite features in a tennis player.

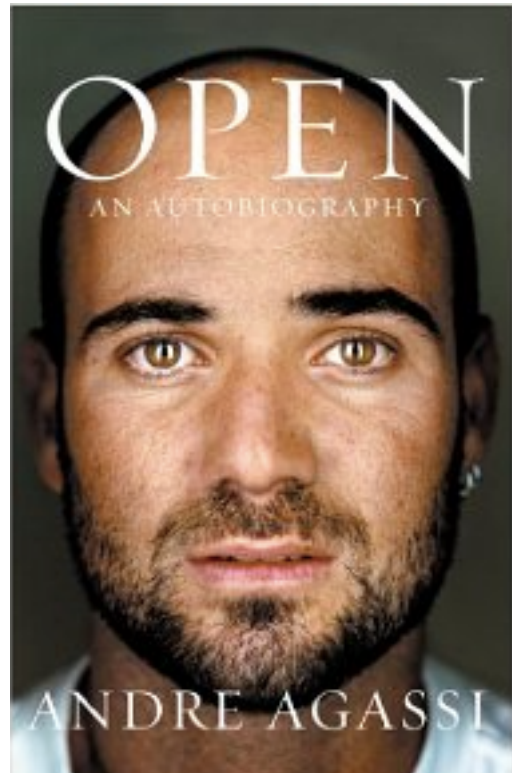
Never liked those players who has in regularity, strength, perseverance their main quality.

Maybe because I felt the first one closer to me and to my tennis or, maaybe, the kind of tennis I’d like to play.

Between Borg and McEnroe I always chose McEnroe and between Agassi and Sampras always Sampras and it’s the same nowadays: always Federer instead of Rafael Nadal.

I didn’t like Agassi. I never approved the way he stayed on the court, how he dressed, his long hair, his first wife: Brooke Shields.

So, I don’t really know why I decided to read his autobiography, but now I’m very happy I did it.



He is one of the most beloved and hated athletes in history and one of the most gifted men ever to step onto a tennis court and I couldn't ever imagine that from early childhood Andre Agassi hated the game.

Forced to swing a racket while still in the crib, forced to hit hundreds of balls a day while still in grade school, Agassi resented the constant pressure even as he drove himself, an inner conflict that would define him. In his beautiful, haunting autobiography, Agassi tells the story of a life framed by conflict.

Agassi made me feel his panic as an undersized seven-year-old, practicing all day under the obsessive gaze of his violent father. I saw him at thirteen, banished to a tennis camp. Lonely, scared, he rebels in ways that will soon make him a 1980s icon. By the time he turns pro at sixteen, his new look promises to change tennis forever, as does his lightning fast return.

Yet, despite raw talent, he struggled. I felt his confusion as he loose to the world's best, his greater confusion as he started to win. After three Grand Slam finals, Agassi shocked the world, and himself, by winning the 1992 Wimbledon title. Overnight he became a fan favourite and a media target.

Agassi writes with a photographic memory about every match, and every public relationship. He reveals the depression that shatters his confidence, and the mistakes that nearly costs him everything.

Maybe the best part of the book is the report of his spectacular resurrection and his march to become the oldest man ever ranked number one.

Agassi evokes his loyal brother, his wise coach, his gentle trainer, all the people who help him regain his balance and find love at last with Stefanie Graf.

Stefie Graf is the feminine version of Roger Federer: the perfect tennis.

She was secretive and shy while Agassi was exhibitionist and ostentatious.

But reading his autobiography I discovered that the way he showed was just a mask, an armor against his fragility and vulnerability.

I discovered his love for Stefie, since the first time he saw her.

I totally changed my mind and now I'm looking at Agassi in a different way, I discovered a man I didn't imagine was behind that noisy, flashy tennis player.