TN Telematics News

February 2013

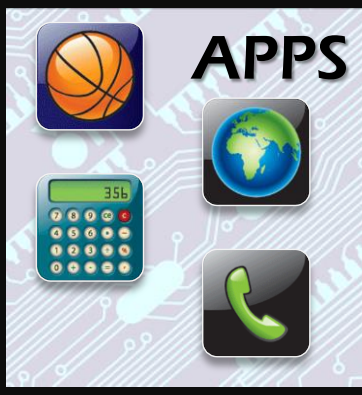
An SBD Information Service

SBD

EXCLUSIVE: Parrot talks to TN about its Sensus Connected Touch solution for Volvo

Other exclusive insights:

Hughes Telematics reveals China plans to TN



60% growth in the number of apps offered by OEMs

Should Inkanet's Troubles Worry Other OEMs in China?

Important notice to our readers

From the April edition, the Telematics News Bulletin will become a paid for premium service.

Contact us today to continue to receive:

- Exclusive news
- Insights
- Interviews
- China news
- Databases
- Posters

CONTACT US: support@telematicsnews.info

ADVANCED DRIVER ASSISTANCE SYSTEMS

EUROPEAN GUIDE

SBD's new ADAS Guide for Europe includes information for ADAS systems offered on 273 vehicle models by 33 vehicle manufacturers in Europe. Users can dig deeper into the raw database to understand the key technology, fitment, pricing, supplier and availability trends.

TECHNOLOGIES COVERED

ACC – Adaptive Cruise Control

FCW – Forward Collision Warning

AEB – Automatic Emergency Braking

NV/PD – Night Vision & Pedestrian Detection

TSR – Traffic Speed Recognition

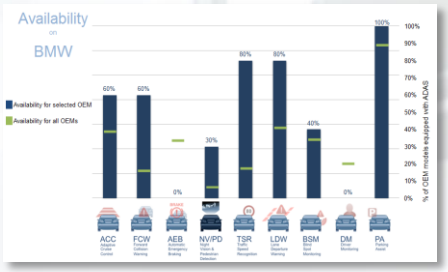
LDW – Lane Departure Warning

BSM – Blind Spot Monitoring

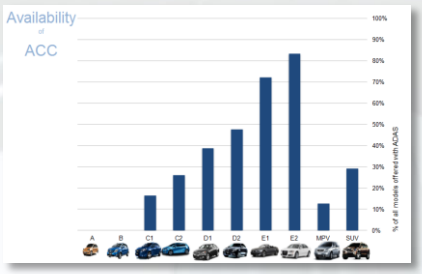
DM – Driver Monitoring

PA – Parking Assist

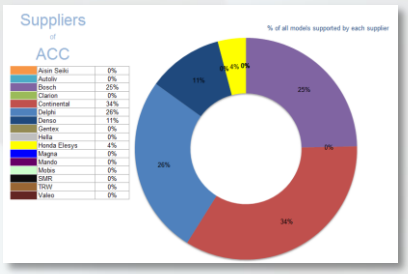
ANALYTICAL TOOLS



Analyse trends by OEM



Analyse trends by ADAS application



Analyse trends by Tier 1 supplier

info@sbd.co.uk www.sbd.co.uk +44 1908 305101

Telematics and infotainment

◄ **EXCLUSIVE: Parrot talks to TN about its Sensus Connected Touch solution for Volvo**
>>Pg. 4

◄ **Geneva: Qoros to provide connected infotainment as standard**
>>Pg. 9

◄ **Ford SYNC AppLink to be offered in Europe**
>>Pg. 9

◄ **EXCLUSIVE: Hughes Telematics reveals China plans to TN**
>>Pg. 15

Navigation and traffic

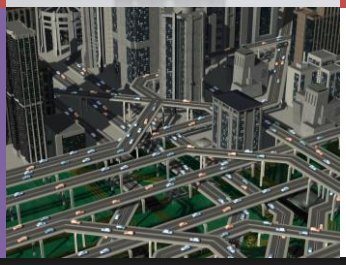
◄ **Toyota chooses Nokia's HERE for next gen navi and infotainment**
>>Pg. 17

◄ **BlackBerry 10 to feature TeleCommunication Systems navi**
>>Pg. 20

Smartphones and apps

◄ **Volvo On Call app upgraded with extra features**
>>Pg. 23

ADAS, connectivity and more



◄ **What will it take to get V2X on the road?**
>>Pg. 27

EXCLUSIVE: Parrot talks to TN about its Sensus Connected Touch solution for Volvo

In an exclusive interview with Telematics News, Parrot's Julien Masson discusses their plans and their Android solution for Volvo.

Telematics News (TN): Parrot has recently developed the Sensus Connected Touch system for Volvo. Does this mark a move for Parrot from the aftermarket to becoming a Tier-1 automotive supplier?

Julien Masson: It's a strange question! We probably need to communicate more on our OEM solutions… Parrot already delivers 10 million OEM solutions to vehicle manufacturers per year. These solutions range from base connectivity (telephony, multimedia audio, voice recognition and text-to-speech) up to complete Infotainment systems including 3D navigation, Internet access, Email, Internet Radio, Dangerous Area notifications, and other Android connected Apps.

Our OEM solutions benefit from the innovations that we launch on Parrot aftermarket products ahead, allowing comprehensive testing and user experience, prior to introducing the OEM versions to the market.

Sensus Connected Touch provides a modern in-dash connected user experience by using the Android framework for popular Apps and enhancing it by integrating Parrot software libraries such as voice recognition, media playing, and acoustics - meeting automotive quality standards for reliability, compatibility and security.

TN: Can you describe the different roles of the Sensus project team?

Julien: Sensus Connected Touch is based on Parrot OEM Infotainment open platform.

The complete electronic control unit and the software framework, the libraries, and the Apps for the platform (Spotify, Deezer, TuneIn, Live Radio, Coyote Series, Wikango HD) are designed in-house at Parrot.

We worked closely together with Volvo R&D and HMI partners who implemented in Java the Human Machine Interface of Sensus Connected Touch.

Updates for the above applications, as well as the downloading of new Apps and services, will be made available both from Sensus Connected Touch and from a home computer by connecting to the Parrot ASTEROID Market operated by our IT partner.

TN: Was it a deliberate plan to make Sensus "all things to all men"? – i.e. smartphone or dongle; duplication of apps through Parrot SmartLink or vehicle only; factory-fit or retrofit; new or old cars.

Julien: Volvo Sensus Connected Touch is based on our open-platform. It brings cloud connectivity to the vehicle using all possible means: 3G / LTE USB dongles, the customer's smartphone through USB and Wi-Fi tethering , and Wi-Fi connection to a hotspot.

We implemented Sensus Connected Touch in a separate electronic control unit to address Volvo's need for upgrading existing and upcoming head units. The Parrot platform comes also in the form of a complete headunit (codenamed NIS, for "New Infotainment System") with built-in AM/FM tuner, amplifier and multi-touch capacitive display – several OEM programs based on our platform will launch in 2013–2014.

TN: In which regions are you seeing most interest from vehicle manufacturers? Does Geely's ownership of Volvo give you access to the Chinese market?

Julien: Parrot delivers Infotainment solutions in all major regions: North America, Latin America, Europe, China, etc. We have a dedicated "Apps team" in charge of developing the partnerships with relevant local players – for the services that customers are used to today on their smartphones in these regions. Parrot R&D works jointly with these partners to prepare a version of their App taking into account minimized driver distraction.

The Parrot Apps portfolio includes more than 50 partners. Those Apps are selected for their relevance in the car in each region. Some of them were selected for Sensus Connected Touch launch. More will come during the lifetime of the product through the ASTEROID market.

TN: What is next for Parrot? Are there similar concepts under development for other vehicle manufacturers?

Julien: Indeed, Parrot will deploy its open platform under different form factors in the upcoming years: Electronic Control Unit like Sensus Connected Touch, standalone head unit (NIS) with radio and Automotive display, Rear Seat Entertainment System including games…

Upcoming head units will be on display at Geneva and Shanghai Motor Shows.

TN: Thank you very much for your time!

A round up of key features

- **Music on-demand services**
- **Internet radios**
- **Navigation**
- **Online mapping**
- **Warning of dangerous zones**
- **Multimedia**
- **Internet browsing**
- **Mirroring** of the applications on the driver's mobile phone
- **A Volvo service locator**
- **An itinerary service,** named Roadtrip
- **Email and Calendar**

Julien Masson, Regional OEM Business Manager Europe, Parrot S.A., has extensive experience in the European Automotive Infotainment Industry: after two years of Engineering at Clarion, a Radio-Navigation Tier1 Automotive supplier, he served Nissan Europe Marketing and Product Planning for five years, defining cross-car-line audio, telephony, and navigation strategies in cooperation with the Renault Product Planning and e-Vehicle departments. He also worked with Nissan's telematics division in Japan, studying potential rollout of Carwings Telematics services in other regions. Before joining Parrot S.A., Mr. Masson was in charge of Business Development Europe for Connexis, a Telematics Service Provider (TSP) enabling innovative connected services for vehicle manufacturers. Mr. Masson holds a degree in engineering, with a specialization in electrical engineering and telecommunications, from ENSI de Caen (France).

Daimler creates subsidiary for innovative mobility services

Daimler Financial Services has created a subsidiary known as Daimler Mobility Services to expand its mobility services business operations.

The new Stuttgart-based company will provide car sharing and traveller information services.

Daimler estimates that the number of car sharing customers in Europe alone could increase from roughly 700,000 today to nearly 15 million by 2020.

Daimler Financial Services is responsible for the provision of mobility services within the Daimler Group. In 2011, the company assumed responsibility for managing the car2go mobility concept developed by the Group's Business Innovation department. In addition to car2go, the moovel smartphone app is another mobility service offered by Daimler Financial Services.

At the beginning of 2013, car2go, moovel, and other mobility services were consolidated into the DFS subsidiary Daimler Mobility Services in order to ensure the optimal alignment and coordination of all services.

▼ Growing car2go

Daimler's innovative car2go mobility concept uses state-of-the-art technology to make it possible to rent car2go vehicles on the spur of the moment and later park them at any location within the area served by the system. The concept had already become profitable at various locations by the end of 2012, which was much sooner than expected.

By the end of 2011, around 60,000 customers have registered with car2go; since then this figure has risen to 275,000. The number of car2go customers is expected to exceed half a million by the end of this year. car2go is available in six cities in Germany, and has more than 100,000 customers there. That is the largest number of registered users in the country's segment for flexible car sharing services. car2go is now being offered in 18 cities around the world and will expand its service to additional cities throughout the course of this year. The number of available car2go vehicles will also increase from 6,100 to more than 10,000 by the end of 2013.

▼ Additional cities get moovel

The mobility platform moovel, which has been tested in pilot projects in Stuttgart and Berlin since 2012, will be launched in numerous additional cities in 2013. With the smartphone app, customers can easily and conveniently compare mobility options such as car2go, taxis, ridesharing services, and local public transport in terms of various parameters, e.g. trip duration and costs. In the future, moovel customers will be able to find their preferred mobility option with the app and make all the necessary reservations and payments in a one-stop shopping system.

▼ GottaPark

As part of its effort to achieve this goal, Daimler acquired a financial interest in GottaPark, which is headquartered in San Francisco, at the end of December 2012. GottaPark customers can already reserve parking spaces online from a pool of more than 300,000 parking spots in eight U.S. cities (San Francisco, Seattle, San Diego, Denver, Houston, Boston, Chicago, and Miami), as well as in Vancouver, Canada. Since 2007 GottaPark has been working to make parking in cities easier. Daimler's minority interest in the company also includes plans for strategic cooperation projects. An initial pilot project is scheduled to be launched in Europe in 2013.

Daimler also has a stake in various other mobility service providers besides those mentioned above. For example, the Group has a financial interest in the company that provides the myTaxi smartphone app, as well as in carpooling.com, whose mitfahrgelegenheit.de portal in Germany is the market leader in the ridesharing segment.

Source: Daimler

WorldDMB says expiry of Philips DAB patents will reduce costs

The Philips patents related to the Digital Audio Broadcasting (DAB) family of digital radio standards have expired.

For manufacturers this is important news as the patents expire in some of the largest potential target markets for DAB - France, Germany, Italy, Sweden, Switzerland and the UK.

For manufacturers and potentially consumers, this means lower priced receivers on the market. The actual saving will depend on the total number of devices shipped by each manufacturer, with the normal cost saving range spreading from €2.50 for low-volume manufacturers, down to €1.50 for larger manufacturers such as Pure.

Any shipments into countries where the patents have expired are no longer liable for the royalty payment. With standard retail multipliers, that could mean that the price of entry-level devices will reduce by approximately €5. Furthermore, this means that the price barrier to integrating the DAB family of standards into devices as default is lower as, similar to FM in the past, DAB becomes a free-to-integrate technology.

The patents are the intellectual property of various companies within a pool which is administered by

Philips. The last DAB patent will expire at different times in different countries. For example, by mid-August 2012 the original patent had already expired in Australia, Denmark, The Netherlands and a few other countries.

The DAB+ royalty that is specifically for HE-AACv2 (paid to VIA Licensing) needs to be paid only once, so if a manufacturer has an internet radio product that needs HE-AAC (High Efficiency Advanced Audio Coding) to handle IP streams, then that will also cover DAB+.

Source: WorldDMB Forum

Bouygues and Sierra Wireless choose Mobile Devices for Peugeot

Bouygues Telecom and Sierra Wireless have chosen Mobile Devices' technology for the development of the Peugeot Connect Apps' 3G USB device and CloudConnect.

The Peugeot Connect Apps 3G USB device and CloudConnect will be a major part of the back office infrastructure for the new Peugeot 208.

Running Mobile Devices' Morpheus3 OS, the Open Telematics Operating System, the USB device is a complete telematics unit: it incorporates a Sierra Wireless AirPrime 3G module, GPS positioning, an accelerometer, enough memory to store the entire map of 17 European countries, a navigation engine that supports interaction with the other applications and an ARM11 processor for advanced processing capabilities in a small, easy-to-use device.

Once plugged in the USB slot of the dashboard, the USB device enables driver-centric services, providing useful information in real-time such as location of service stations and fuel prices, traffic, parking, tourist spots, weather and POIs. Intelligent and intuitive, these applications use data such as current speed, mileage, autonomy or GPS location to provide relevant information in real time.

The range of specially designed connected applications is now available for unlimited use in 17 countries and new apps will be added in spring 2013. Drivers of the Peugeot 208 will be able to manage their subscription, service and software updates from within the vehicle.

In addition to providing the Operating System, Mobile Devices also supply the "companion software" for updates and new applications download as well as the device management platform.

Source: Mobile Devices

Insurethebox creates in-house telematics platform

Insurethebox has become the first UK insurer to create its own entirely in-house telematics platform as it seeks to reduce operating costs and improve customer service.

Branded Big Telematics, it includes a new type of box for recording and relaying motorists' data, as well as the supporting administration system. The company has developed Big Telematics both as a launch-pad for further increases in customer numbers and to accommodate future technology and product developments by being more flexible and future-proof. Because it does not involve any third parties, it will significantly reduce operating costs, making it easier to stay competitive and profitable.

Among the immediate customer benefits, Big Telematics will improve the tracking and alert functions that tell the control centre when a motorist may have had an accident. It will enable Insurethebox to provide each customer with better information on their individual customer portals. The data will be held in-house, enhancing security.

Launched in June 2010, Insurethebox accounts for most of the UK telematics market. It has sold 170,000 new policies. The company plans to maintain its relationship with Octo, who will continue to supply some of its telematics boxes.

Source: Insurethebox

HARMAN Infotainment Services to offer 4G/LTE

HARMAN recently announced HARMAN Infotainment Services and head-unit upgrades to bring LTE to existing vehicles.

HARMAN has announced that it will launch HARMAN Infotainment Services, a business unit that will leverage the installed base of over 15 million HARMAN infotainment-equipped vehicles on the road today to create a fast growing, recurring revenue stream with high margins.

OEMs and car owners are seeking to keep their vehicle infotainment systems current and connected. HARMAN Infotainment Services will offer 4G/LTE connected head-unit upgrades for vehicles currently on the road; cloud-based services to the car (such as Aha by HARMAN); and customer relationship management (CRM) services for automakers using vehicle-specific aggregated data.

The Company expects the service business to grow fivefold within the next five years from current levels of approximately $100 million.

Source: HARMAN

MirrorLink 1.0 released for public download

The Car Connectivity Consortium (CCC), an organization promoting global technologies for phone-centric car connectivity solutions, today announced the MirrorLink 1.0 device specification is now available to the public for download.

The milestone underscores the CCC's commitment to open standards in the connected car ecosystem and is expected to quicken the pace of global MirrorLink deployments in cars, smartphones and aftermarket automotive electronics.

Public availability of MirrorLink offers numerous benefits. Potential members will have a chance to freely evaluate the standard before joining the CCC. A wider swath of the connected car ecosystem will be able to understand and provide feedback on the technology. And in general, the CCC can ensure fewer technological misunderstandings as the standard develops.

Public availability of the specification is aimed at stimulating MirrorLink-enabled device deployments and creating a fertile marketplace for apps.

The CCC is dedicated to cross-industry collaboration in developing MirrorLink global standards and solutions for smartphone and in-vehicle connectivity. Members include more than 80 per cent of the world's automakers, more than 70 per cent of global smartphone manufacturers and most leading aftermarket consumer electronics vendors.

Source: Car Connectivity Consortium

Geneva: Qoros to provide connected infotainment as standard

Qoros is planning to fit connected infotainment systems as standard to all of its models. The new manufacturer will showcase its first production car, the Qoros GQ3 compact sedan, at the Geneva Motor Show in March 2013.

The infotainment system will feature as standard across all Qoros models providing networking, connectivity and guidance functionality.

Qoros says the eight-inch capacitive touchscreen was developed in-house with displays designed for minimal driver distraction, replacing the array of switches and buttons that blights many modern car interiors. The system features a state-of-the-art navigation system, extensive social networking connectivity and the ability for drivers to book dealer service appointments.

The Qoros GQ3 is due to be launched in China in the second half of 2013, with the first cars arriving in Europe later in the year.

Qoros is a new joint venture between Chery and Israel Ventures. The vehicles will be produced in a new assembly plant in Changshu, China.

Source: Qoros

Ford SYNC AppLink to be offered in Europe

Ford SYNC AppLink – the system that offers drivers voice-control of smartphone apps – is coming to Europe with the potential to deliver new infotainment options through the Ford Developer Program.

AppLink will launch in Europe later this year and Ford is due to announce the first apps to be available.

Ford recently launched the automotive industry's first open mobile app developer program for AppLink. The Ford Developer Program enables developers to create their own SYNC voice-control apps for services from connected smartphones. This approach will allow the European app development community to deliver an array of music and entertainment services and content for Ford drivers.

Ford SYNC debuted in Europe last year following its introduction in North America where more than five million Ford vehicles are now equipped with the technology. More than one million of those vehicles are equipped with AppLink.

The growing selection of Ford SYNC AppLink services available in the US includes Amazon Cloud Player, iHeartRadio, TuneIn Radio, Pandora, Rhapsody, MOG, Aha, Slacker and Greater Media.

The SYNC system is destined for 3.5 million vehicles in Europe and 13 million worldwide by 2015. SYNC is currently available in Europe on vehicles including the Ford Fiesta, B-MAX, Kuga, Focus ST, Transit and Transit Custom models.

Source: Ford

Intel creates $100 Million Connected Car Fund

Intel Capital has announced a $100 million investment fund to accelerate innovation and the adoption of new technology and services in the automotive industry.

Intel claims it is the first global technology investment organization headquartered in Silicon Valley to announce a dedicated focus on automotive technology innovation.

The Intel Capital Connected Car Fund will be invested globally over the next 4 to 5 years in hardware, software and services companies developing technologies to promote new, compelling in-vehicle applications and enable the seamless connection between vehicles and any connected device, including mobile devices and sensors.

The announcement is part of Intel's ongoing work with automakers and in-vehicle infotainment suppliers to help integrate advanced technologies into cars. Ultimately, the connected car will have the intelligence and context awareness to offer the right information, at the right time and in the right way to keep drivers and passengers informed, entertained and productive while maintaining optimal safety. Once the car becomes connected, it can also communicate with the cloud, the transportation infrastructure and even other vehicles to provide additional services such as advanced driver assistance and real-time traffic information to optimize the flow of traffic.

To help realize that vision, areas of investment for the Intel Capital Connected Car Fund will include technologies that advance the next generation of in-vehicle infotainment, advanced driver assistance systems and seamless mobile connectivity. This includes new in-vehicle applications and development tools, next-generation ADAS technologies and multimodal capabilities such as speech recognition, gesture recognition and eye tracking optimized for the connected car.

In addition to the Intel Capital Connected Car Fund, Intel is opening a new global Automotive Innovation and Product Development Centre, an academic outreach program focused on IVI and telematics, and expansion of Intel Labs Experience and Interaction Research in automotive.

Source: Intel

Chevrolet offers next-gen infotainment in 2014 Corvette Stingray

Chevrolet's new 2014 Corvette Stingray includes a driver information and entertainment system fitted with dual eight-inch reconfigurable infotainment screens.

Driver-oriented technologies include:

- Driver Mode Selector, which allows drivers to optimize the car for their driving preference and road conditions via five settings: Weather, Eco, Tour, Sport and Track.
- Configurable screens and head-up display can be tailored to the driver's preference
- Central touch screen uses gesture-recognition technology.

Three configurable displays, including a pair of eight-inch screens and colour head-up display, deliver personalized information and convey the different performance parameters of each drive mode.

The two eight-inch screens offer excellent visibility in direct sunlight and the screen in the centre stack also features touch-screen control with gesture recognition and can be lowered to reveal a hidden storage that includes a USB input for device charging or uploads.

The Corvette Stingray delivers an advanced infotainment system, featuring Chevrolet MyLink and high-definition radio, as well as enhanced OnStar with 3D navigation maps. An additional USB port in the centre console, a stand-alone audio input jack and an SD card slot provide seamless connectivity.

Source: Chevrolet

Generali Seguros & Telefónica launch Pay As You Drive

Generali and Telefónica today launched "Pago como conduzco" (Pay As You Drive) in Spain, a motor insurance policy that calculates the premium according to driving habits.

It is aimed at customers of all kinds, although it especially benefits younger drivers with good driving habits. "Pago como conduzco" offers the potential for customers to benefit from a discount of up to 40% compared to a conventional policy.

This new product from Generali Seguros and Telefónica analyses the behaviour of each customer on a personalised basis, which enables adjustment of the premium based on the way they drive.

The policy is calculated according to a number of factors, including the number of kilometres clocked by the customer per year, whether these were covered by day or at night, in city areas or between cities, whether he or she keeps to speed limits and whether they accelerate or brake too suddenly.

▼ M2M device

This journey data is collected by a device installed in the car which also features machine to machine (M2M) technology. The data is processed by the system cumulatively and the driver profile and rating results are sent to Generali, who then adjust the insurance policy accordingly. All the detailed information is only available for the insured, thereby guaranteeing that it is kept private.

On taking out the policy, the premium is worked out according to usual parameters and is adjusted on the basis of the replies given by the insured regarding their driving habits which go to make up their driver profile. The resulting premium is paid through an initial sum of 50% and the remaining 50% by means of 11 monthly instalments. Depending on the actual driving habits of the insured, the premium is adjusted monthly thus giving the customer control over it. The insured will at all times be aware of the premium ceiling for their policy.

▼ Mobile app

Customers can also find out how they are progressing as a driver through either a mobile app (iOS, Android) or a website offering access to in-depth information on journeys made and their driver profile.

▼ Safety services

"Pago como conduzco" also has the potential to improve road-safety. It provides suggestions based on the driving habits of the insured which could prove useful towards improving their driving. Should assistance be required en route, Generali's help services will be able to operate more swiftly and with greater precision through knowing the exact position of the vehicle. This is especially important in the event of an accident. If the app logs an accident, a special attention protocol is activated and the insured will receive a call to confirm if they need assistance and action taken.

The mobile app also displays the location of their vehicle, which is of great use for drivers who have forgotten where they have parked and, of course, in the event of theft and recovery of it.

"Pago como conduzco" is available now and can be taken out at any of the branches of Generali agents.

The M2M data-transmission device is installed in the vehicle within a network of workshops covering the whole of Spain.

Source: Telefónica

US: Ford partners with PlugShare for EV charging info app

Ford's smartphone app and Web portal now features a charging station finder powered by PlugShare and will be compatible with the new Ford Fusion Energi and C-MAX Energi plug-in hybrid vehicles.

PlugShare brings a powerful new component to MyFord Mobile with its live database of charging stations across North America. In addition to aggregating publicly available lists of stations from a variety of sources, PlugShare incorporates crowd-sourced information from users to provide the most comprehensive dataset available.

Owners of the first-ever Ford plug-in hybrid vehicles can now use their smartphones from almost anywhere to monitor and manage the battery charging process, find charging stations, check energy efficiency and earn achievements for efficient driving.

The station finder component of the MyFord Mobile app now blends point-of-interest search with charging station information from PlugShare.com to let drivers take advantage of opportunistic charging wherever their destination might be. Users can search for terms such as "pizza" or "Mexican food" near a location and MyFord Mobile will display the results along with the nearest available charge for each entry. Drivers can select a destination based on proximity to a plug.

MyFord Mobile's trip and charge log has also been updated to provide drivers with information about how efficiently they are using their plug-in hybrid vehicle in both electric and hybrid mode. By taking advantage of available data on electricity use, hybrid gas mileage and regenerative braking, the app coaches drivers to adjust their driving style to be more efficient.

MyFord Mobile still lets plug-in hybrid owners check the state of charge of the battery, get alerts if they forgot to plug the car in or if charging stops, and take advantage of value charging for the lowest electricity rates during off-peak hours. Drivers can also precondition the cabin temperature while the car is plugged in to reduce the load on the drivetrain for enhanced efficiency.

MyFord Mobile is available in the Apple iOS App Store for iPhones and the Google Play Store for Android phones. Some features of the MyFord Mobile app including point-of-interest search, trip and charge log, and achievements will become available after the initial launch.

Source: Ford

US: LoJack to sell TomTom fleet management technology

TomTom Business Solutions has joined forces with stolen vehicle recovery specialist LoJack to expand the North American distribution network for its fleet management technology.

LoJack will market, sell and support TomTom's range of fleet management solutions through its extensive dealership network, helping businesses become more efficient, cut costs and improve customer service.

TomTom offers a range of solutions for fleets, including its SaaS fleet management platform, smart navigation and tools for optimizing fuel consumption and workflow management.

More than 19,000 companies worldwide rely on TomTom fleet management to monitor and manage the activities of their vehicles and mobile operations.

LoJack will sell the TomTom Business Solutions standard range of WORKsmart solutions: TomTom PRO, TomTom LINK 510, TomTom WEBFLEET, ecoPLUS as well as the LIVE services including HD Traffic.

Source: TomTom

HARMAN builds new Android infotainment platform

HARMAN has developed a scalable platform solution, leveraging the Android for Automotive operating system, that brings car-centric apps and services into the car.

The HARMAN app-centric infotainment concept platform connects drivers to their digital worlds — the home, the office, friends and the cloud — in ways that are easy, fun, personalized and intuitive.

Key features in the new infotainment system include:

▼ Security is Paramount

To protect the vehicle bus and other critical features, HARMAN has created a virtualized platform where the core and car-centric applications and services run on the proven QNX operating system, and the User Interface and downloaded applications run in the Android for Automotive environment. By taking this approach, HARMAN's platform uses both the proven performance and stability of QNX and the flexibility and extensibility of Android for Automotive.

▼ Car-Centric Applications and Services

HARMAN's new infotainment system is designed for safe use in the car with one-touch access to the features drivers value and expect in today's system —media, navigation, telephony, applications, and other settings. By placing these tabs at the bottom of every screen, drivers can easily and quickly find what they need while staying alert and keeping their attention focused on the road.

HARMAN is further minimizing distractions on the road by integrating sensitive icons in its new infotainment system that "grow" in size as a driver's finger approaches the system touch screen. This ensures that the touch targets are big enough for users to find quickly the first time.

A new HARMAN curated applications store makes it easy and safe for drivers to enjoy the latest applications in the car. Using the new platform, consumers can discover and download versions of applications from streaming radio, audio book services, or the latest social media feeds that are developed or adapted specifically for the automotive environment. Because of the flexible design, the infotainment system is "future-proof," meaning it can add or remove apps easily as new applications are invented or made available.

Using the new infotainment system, consumers have added flexibility to bring their content into the car with them. HARMAN makes it easy for drivers to access content on their iPods, smartphones and iPads by providing wired and wireless interfaces that are optimized for the driving environment. This includes media and applications that are running on consumer mobile devices, as well as those connecting via cloud-based services like Siri and Google Voice Search.

HARMAN

▼ Intuitive and Customizable Interfaces

To make the infotainment experience their own, drivers can select which applications correspond with specific tabs. For example, some drivers may prefer having the on-board navigation application launch when they press the Navigation button. Others may want Google Maps to launch when they press the Navigation button. HARMAN has also provided drivers a central place to access all of the features that they interact with the most. These applications and services can be saved in a Favourites tab using one-touch access.

HARMAN's new infotainment system also delivers other key pieces of information that are useful to drivers. HARMAN is collaborating with companies such as iOnRoad to help drivers increase visibility and awareness of their driving environment. Warnings to alert drivers as they approach another car or if they unintentionally change lanes help keep everyone on the road safe. HARMAN is working with other solutions providers to continue evolving 360 degree views of the vehicle to assist with parking, provide rear camera views and warnings, and other applications.

In the future, the HARMAN system will be able to "learn" what the driver interacts with the most, and automatically add these choices to the Favourites screen —minimizing the need for the driver to do this manually. In addition, future systems will have the ability to store multiple profiles, so that each driver can enjoy a personalized infotainment experience adapted to their preferences. This includes unique Favourites screens, as well as personalized music preferences, calendars and seat positions.

Source: HARMAN

MediaTek launches 5-in-1 GNSS receiver with Beidou

MediaTek has launched what it claims is the world's first 5-in-1 multi-GNSS (Global Navigation Satellite System) receiver that now supports the Chinese Beidou Satellite Navigation System.

The Beidou system has been commercially operational since the end of 2012, and is expected to eventually cover the entire globe by 2020.

The MediaTek MT3332/MT3333 can now discover GPS, Beidou, GLONASS, Galileo and QZSS constellations.

The unit comes with high signal acquisition and tracking sensitivity, which efficiently enhances signal quality within dense cities, tunnels and/or multi-storey car-parks. The MT3332/MT3333 enables multi-GNSS receivers with the same reference board for mobile, industrial and automotive navigation applications.

The MT3332/MT3333 also incorporate MediaTek's AlwaysLocate technology that can identify the state in which the user is and automatically adjust the satellite signal receiving modes for more accurate and reliable navigation services, and to save the battery power of the navigation system.

Source: MediaTek

Renault expands R-Link infotainment availability

Renault has expanded availability of the R-Link system to include the new Scenic, Scenic XMOD and Grand Scenic MPV models.

Renault R-Link has a seven-inch touchscreen display with speech recognition that enables the car's functions to be controlled without drivers having to take their eyes off the road. The system also includes a joystick control.

Functions covered include Carminat TomTom Live navigation, the Bose audio system, and R-Link Store applications.

Source: Renault

EXCLUSIVE: Hughes Telematics reveals China plans to TN

In an exclusive interview with Telematics News, Kevin Link, Senior Vice President of Hughes Telematics, discusses the acquisition by Verizon, emerging opportunities, and the impact of smartphones on telematics service providers.

Telematics News (TN): In July2012 Verizon completed the acquisition of Hughes Telematics for $612 million. What has been the impact of the take-over?

Kevin: One plus one has made three. Verizon has provided a smart pipe through a progressive network, M2M architecture and platforms, and a cloud presence that will be critical for the future of telematics. Verizon also has strong expertise in data security and privacy which can be leveraged by Hughes customers.

TN: What are the current priorities for Hughes Telematics?

Kevin: Our telematics capabilities are focussed on the OEM automotive space; aftermarket services such as usage-based insurance; fleet services; and mobile health applications such as wearable emergency assistance services.

TN: Which regions are showing the most potential for growth?

Kevin: In terms of opportunities we rank five regions with US number one followed by China, Europe, Russia and Latin America in that order. Verizon has allowed us to accelerate our global plans as it can provide access to the best telecommunications network and cloud technology in the world, particularly in Asia. We can provide a one stop shop for the network, M2M, CRM, call centres, branding, mobile applications, security, marketing and dealer support.

TN: What are the latest developments from China?

Kevin: Hughes will be launching up to five OEM telematics services in China in 2013. We have been building the business over the past few years with an operations base in Wuhan. We have secured the business licences to operate telematics services in China and Wuhan will serves as this is our main hub of activity in Asia.

TN: Is there any news from Russia?

Kevin: We continue to support NIS in developing and trialling telematics services that use the GLONASS positioning system. These include Stolen Vehicle Tracking (SVT) and Automatic Collision Notification (CAN) eCall. There are a significant number of stolen vehicles in Russia so SVT applications have strong potential as a business case for GLONASS.

TN: How is the growth of smartphones and apps in the car impacting on telematics service providers?

Kevin: Smart phones with apps and telematics service providers complement each other. Certain functions are delivered better with a smart phone and others are better embedded in the car. For instance, typing a destination or searching for points of interest are better managed with a smart phone or a tablet and with the right integration delivered to the car telematics system. As for putting an app store in the vehicle, this technology is undergoing significant change. Some applications will last in the long term, but vehicle manufacturers have to be careful that they don't fill their cars with antiquated technology. You have to be able to update the apps available in the car. The killer app is the ability to remotely upgrade the killer app.

Voice will replace most of the apps on the head unit and allow the driver to drive safely and get useful information. The car will outlive all of the apps built into it.

TN: Thank you for your time and very interesting thoughts.

Kevin Link has been with Hughes Telematics, Inc. (HTI) since its inception in 2006, and currently serves as Senior Vice President. In this position, he is responsible for the development of HTI's presence in China as well as Corporate Communication and Public Relations.

Link has been very instrumental in shaping HTI's future services for consumers, OEMs and dealers and is now charged with expanding the business in China. Link is a key contributor to the thought leadership within telematics organizations and trade associations and he is a frequent speaker within the industry.

Link is a proven entrepreneur who previously served as CEO of Altius Solutions, a company he co-founded to support multiple entrepreneurial initiatives involving vehicle telematics. Through Altius, Link was able to develop a command of the telematics landscape, industry challenges, and also work with leading edge experts to craft solutions. This experience provided the platform for which HTI was built.

Toshiba says it has shipped 26 million automotive HDDs

Toshiba's HDD shipments were recently boosted by fitment to the latest vehicles from an unnamed leading German luxury car manufacturer.

The Storage Products Business Unit of Toshiba America Electronic Components, says that an unnamed leading German luxury car manufacturer is now shipping its vehicles with Toshiba's MK2060GSC 200GB Serial ATA automotive hard disk drives (HDDs) as standard, marking 26 million automotive-grade HDDs shipped. Toshiba launched its first automotive-grade HDD in 2000.

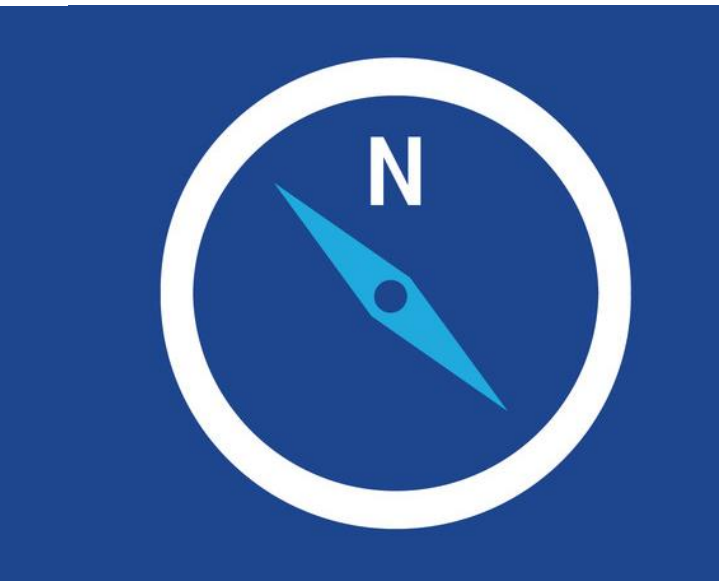
Toshiba works in partnership with premier automotive manufacturers to provide storage devices that can withstand severe road conditions, the growing quantities of data embedded in a vehicle's systems, and users' demands for constant connectivity to stream high-definition movies and update their navigation systems simultaneously.

Launched two years ago, the MKxx60GSC 2.5-inch SATA-interface series can withstand extreme environments including temperature, shock and altitude variations while still providing seamless performance. Each drive is optimized to handle temperature variations of -22° to +185°F. With aerodynamic technology in the magnetic head slider, the drive series can withstand altitudes up to 18,536 feet (higher than any city in the world), and withstands up to 3G (29.4m/s²) vibration tolerance1 during operation. With 200GB of storage, the MKxx60GSC series is the largest capacity automotive-grade HDD available.

Source: Toshiba

Toyota chooses Nokia's HERE for next gen navi and infotainment

Nokia has announced that Toyota Motor Europe has selected the HERE platform's Nokia Local Search for Automotive to power its next generation Touch & Go navigation and infotainment systems.



Nokia Local Search for Automotive is a specifically designed solution developed to fulfil the requirements of the automotive industry.

By leveraging Nokia Local Search for Automotive, Toyota drivers will have fast and easy online access to the latest high-quality industry mapping information and community-generated content - including millions of ratings, reviews and images fed directly into their cars.

Nokia Local Search for Automotive is expected to be commercially available in Toyota systems from early 2014 in Europe, Russia and the Middle East.

Moving forward, Toyota Motor Europe will collaborate with Nokia to study more services that leverage the Nokia Location Platform.

Source: Nokia

India: Maruti Suzuki to sell MapmyIndia GPS Navigators

MapmyIndia has announced that MapmyIndia GPS Navigators are now available as an OEM accessory at all 550 Maruti Suzuki showrooms across India.

MapmyIndia's highest selling models, Vx140s Premium and Zx250 – will be on display and available to Maruti Suzuki customers. Through this arrangement with India's number one automobile manufacturer, MapmyIndia has substantially increased its footprint.

Vx140s Premium, the top-selling portable car GPS navigation and entertainment system in India, offers India's most advanced house-level, full 3D, voice navigation experience covering 4751 cities at street level, 7.1 million points of Interest, 36+ cities at house-address level and voice guidance in English, Hindi and 9 regional Indian languages, along with a large and wide 4.3-inch (10.9 cm) touch screen, multimedia entertainment (built-in music, movie, photo player, 2GB internal memory and 8GB expandable SD card slot), and Bluetooth hands-free calling (built-in mic and speaker).

Vx140s Premium is priced at Rs 11,990 as a one-time charge only (no recurring monthly charges or dependence on mobile internet/data connectivity).

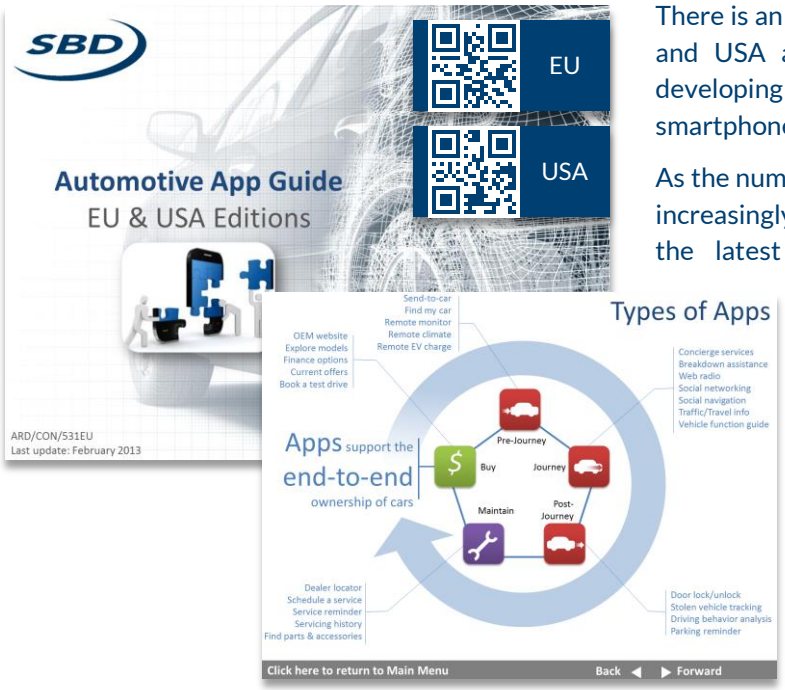
MapmyIndia Navigator Zx250 offers the award-winning Aura navigation interface powered by MapmyIndia's latest maps along with a 5-inch (12.7 cm) touch screen, Multimedia entertainment, Bluetooth hands-free calling and Reverse Camera Support (to see what's behind the car and to prevent accidents while reversing and parking). Zx250 costs Rs 15,990 one-time charges only.

Source: MapmyIndia

SBD Portal

The ultimate automotive online research tool for…

Recently published reports…



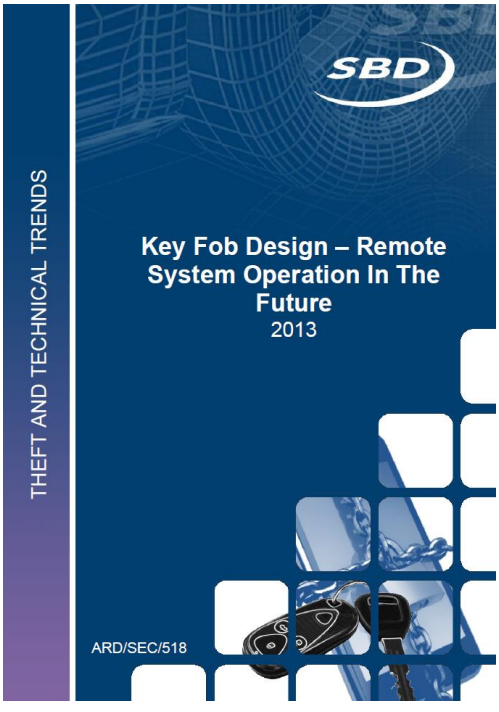
There is an app for everything – and vehicle manufacturers in Europe and USA are estimated to have already spent over €5 Million developing more than 100 apps that drivers can install on their smartphones or in their cars to support a wide range of use cases.

As the number of apps and use cases continue to grow, it is becoming increasingly important for the automotive industry to keep track on the latest trends. The fast-moving nature of apps and app development means that vehicle manufacturers are now at much greater risk of falling behind.

It is for this reason that SBD has launched an 'App Tracking Service' which is updated on a quarterly basis and provides an OEM-by-OEM outline of apps being offered, categorising each of them into the various use cases . Additionally, the service explains how each App works and how users have rated them. Finally, the overall service is complimented with a layer of strategic analysis, providing insights into which OEMs have stronger app strategies and where the potential opportunities for expansion lie.

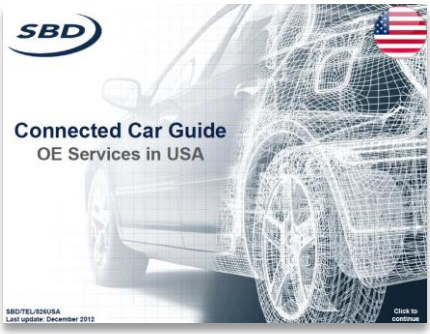
Other research you may have missed…

Remote System Operation in the Future…



Key Fob Design – Remote System Operation in the Future

SBD's Connected Car Guide…

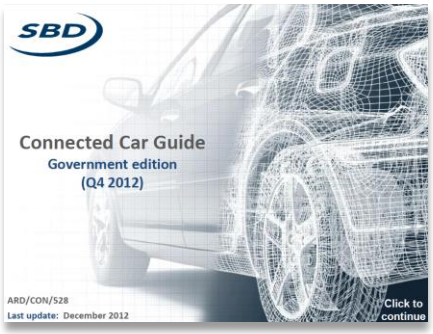


OE Services in USA Q4

OE Services in China Q4

…new USA/CHN OE **Q4** edition

SBD's Connected Car Government Guide



Q4 edition

…new **Q4** edition

Connected Car
Safe Car
Secure Car

sbdportal.com

Coming soon in February…

Managing Driver Distraction inside connected cars

This report analyses the changing laws and OE strategies for managing driver distraction whilst driving

CE trends outside of the car and their impact inside the car

This guide provides a comprehensive overview of all the important technologies that are emerging in the CE world that could impact auto strategies.

Navigation/HMI Guides

These Guides enable users to quickly analyse the fitment of specific navigation and HMI features on individual models, and to analyse industry-level trends.

Additionally, the Guides have been designed with a series of analytical tools that allow users to understand the top-level trends for the fitment of key features.

Full Connected Car report plan…

		Q2 2012	Q3 2012	Q4 2012	Q1 2013
Automotive App Guide (Q2 update)	ARD/CON/531	Ready			
Speech technology in automotive Guide	SBD/TEL/3620	Ready			
Navigation 3.0: A vision for next-generation in-car navigation	SBD/TEL/3660	Ready			
Integrating the Cloud into the car	SBD/TEL/3710	Ready			
Global Government Guide (Q2 update)	ARD/CON/528	Ready			
The impact of telematics insurance on the automotive industry	ARD/CON/516	Ready			
Connected Car Guide - OE Services (Q3 update)	ARD/CON/526	Ready			
Global Government Guide (Q3 update)	ARD/CON/528		Ready		
Automotive App Guide (Q3 update)	ARD/CON/531			Ready	
The Future of Short-range Wireless Technologies in the Car	ARD/CON/510			Ready	
End User Survey of consumer needs in South East Asia	ARD/CON/539			Ready	
Analysing the readiness for telematics in South East Asia	ARD/CON/513			Ready	
The evolving value chain for telematics in China	ARD/CON/512			Ready	
Automotive App Guide (Q4 update)	ARD/CON/531			Ready	
Choosing the right automotive OS strategy	SBD/TEL/3630				Ready
The future of Remote Vehicle Operation	ARD/SEC/518				Soon!
Global forecast of broadcast and cellular connectivity in the car	ARD/CON/536				Ready
Managing driver distraction inside connected cars	ARD/CON/509				Soon!
New technologies and partnerships for smartphone integration	ARD/CON/511				Soon!
HMI technical Guide	ARD/CON/530				Soon!
Navigation Guide	ARD/CON/529				Soon!
Developing telematics to comply with data privacy laws	ARD/CON/514				Planned
CE trends outside of the car and their impact inside the car	ARD/CON/508				Soon!
Connected Car Guide - OE Services (Q1 update)	ARD/CON/526				Soon!
Global Government Guide (Q1 update)	ARD/CON/528				Soon!
Seamlessly integrating the car with the home and the cloud	ARD/CON/515				Planned
Automotive App Guide (Q1 update)	ARD/CON/531				Planned
Overcoming the threat of over-the-air electronic hacking	ARD/SEC/522				Planned

BlackBerry 10 to feature TeleCommunication Systems navi

TeleCommunication Systems has announced that its map, local search, location services and navigation application, along with software components, are included in the new BlackBerry 10 platform.

The TCS-powered maps application ships with the new BlackBerry 10 smartphones and TCS' associated Application Program Interfaces (APIs) are also available for BlackBerry 10 developers. The mapping and navigation solution includes a series of planned updates and innovation to expand the feature set and to enhance the content and user experience.

Features:

- BlackBerry 10 smartphone customers can easily search for and locate businesses, as well as points of interest.
- The feature-rich map and navigation solution includes maps, points of interest and traffic information.
- TCS' NAVBuilder Inside software components are available through APIs as part of the Native SDK developer toolkit for BlackBerry 10, providing third-party developers with powerful, easy-to-use functions that incorporate maps and a range of location-aware content for their applications.

Source: TeleCommunication Systems

Where To? app integrated with Garmin StreetPilot Onboard navi

The Where To? POI app has been integrated in the Garmin StreetPilot Onboard navigation app for smartphones.

The Garmin StreetPilot Onboard navigation app already offers many ways to search for points of interests, such as restaurants, hotels or gas stations. Included is a preloaded database with millions of locations, but the app also integrates Google Local Search and Foursquare.

The Where To? app provides an additional way to find places. This app provides an intuitive interface to find local businesses. With just a few taps, you can find anything you might be looking for, complete with ratings, address and phone number.

GARMIN™

The app features an augmented reality function that lets you use your iPhone's camera to scan the environment for interesting places. Now the app is fully integrated with Garmin StreetPilot Onboard you can select any point of interest and get directions from your Garmin app with just a few clicks.

Source: Garmin

INRIX launches app based traffic report technology for broadcasters

INRIX has launched a new Digital Media Suite aimed at supporting the creation of traffic reports.

The new INRIX Digital Media Suite provides reporters with a set of easy to use applications and traffic information content that goes beyond typical drive-time traffic conditions with real-time insight into traffic conditions on all major highways and local roads, alert audiences to the day's current and expected traffic hotspots and expected travel times for key routes.

The INRIX Digital Media Suite consists of a radio and a TV application offering journalists robust yet simple to use "drag and drop" traffic report creation and editing tools. By eliminating the time journalists waste scouring multiple sites with a service that provides a complete view of traffic conditions in one application, reporters can create their reports and broadcast breaking travel news in a matter of minutes.

The apps provide journalists with an intuitive Web-based interface that offers a comprehensive picture of local conditions including traffic speeds and travel times, detailed real-time traffic maps, alerts to delays caused by accidents and other incidents as well as real-time eyewitness reports from the station's Twitter and Facebook community. Unlike legacy traffic systems requiring stations to buy expensive hardware that is extremely difficult to scale, INRIX TV and INRIX Radio can be activated immediately and scaled to connect with other devices, production facilities or desired coverage areas.

Specific INRIX Radio and INRIX TV app features include:

INRIX Radio: Designed exclusively for the radio broadcast industry, INRIX Radio is a software-as-a-service (SaaS) platform that intelligently integrates both traffic incident and cause data to enable the production of customized traffic news stories for radio broadcasts. Once a station has an active INRIX Radio license, anyone at the station with a Web browser can use the tool to create traffic reports in real-time. The App's intuitive script-generation tool offers the ability to view traffic over three live panels on one screen, view live incident updates and filter incidents according to preference. INRIX Radio is available immediately in North America and Europe. Broadcasters can activate a free 30-day trial at www.INRIX.com/RadioTrial.

INRIX TV: Designed exclusively for television broadcasters, INRIX TV is a news gathering and reporting app for iPad that connects to any playout system to create visually compelling and highly accurate traffic news reports. Whether reporting from the studio or the scene of a major incident, INRIX TV provides reporters with immediate insight into not just what drivers can expect on the daily commute but the traffic impacts of a major storm, accident or sporting event. Initially available in the U.S., U.K. and Canada via the Apple App Store, the company will launch the INRIX TV app in April.

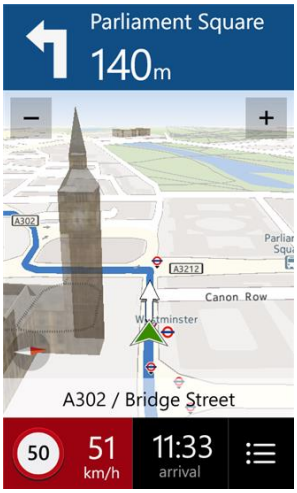
Source: INRIX

Beta of Nokia Drive+ now free to Windows Phone 8 users

The new app can be downloaded from the Windows Phone Store.

Microsoft and Nokia are making the beta of Nokia Drive+, the company's turn-by-turn navigation app, available for free to all Windows Phone 8 customers in the United States, United Kingdom, and Canada. It can be downloaded from the Windows Phone Store.

Previously, the Nokia Drive+ app was only available for Nokia smartphones. Users of Windows Phone smartphones had to use Microsoft's Bing Maps app for navigation.



The Nokia Drive+ app remains in beta as the team fine tunes the customer experience. In the meantime, users can access full turn-by-turn voice-guided navigation, offline maps, speed limit warnings, and conveniences such as day and night modes. Microsoft says it is looking forward to hearing from Windows Phone customers through the app's "feedback" tab, to help make it even better.

Source: Microsoft

Be-Mobile to supply Mercedes-Benz traffic in Luxembourg

Mercedes-Benz has announced that all of their models for sale in Luxembourg will come with traffic data from Belgian firm Be-Mobile until the end of 2015.

Highlights for Luxembourg Mercedes-Benz drivers with OE navigation systems include:

▼ Avoid Traffic Jams and Road Works

Be-Mobile provides detailed information direct to the Mercedes navigation system of the car to allow motorists to plot alternative routes to a destination that bypasses clogged highway arteries.

▼ Predict Journey Times

Forecasting travel times helps improve road safety and efficiency. Accurate predictions of the traffic management systems helps travellers to optimize their traveling such as bypassing congested segments of the network, change departure times and/or destination, whenever appropriate. Be-Mobile provides all Mercedes drivers a proactive prediction system directly to their in-car system giving them control over their mobility.

Source: Mercedes-Benz

be-mobile TRAFFIC & MOBILITY

SBD Comment ~ Be-Mobile has aggressive expansion plans for its coverage. It is planning to launch new services in multiple countries in Eastern Europe and South America, according to SBD's newly published SBD Global benchmark of real-time traffic information services. The updated Traffic Guide now describes 237 services in 64 countries worldwide..

For more information, email us at enquiries@sbd.co.uk

Volvo On Call app upgraded with extra features

Volvo's smartphone app, Volvo On Call, has been upgraded for 2013 with a new design, extra features and added vehicle connectivity.

Available to download free on iPhone, Android and Windows phone, the app now lets users connect to the new V60 Hybrid, the world's first plug-in diesel hybrid.

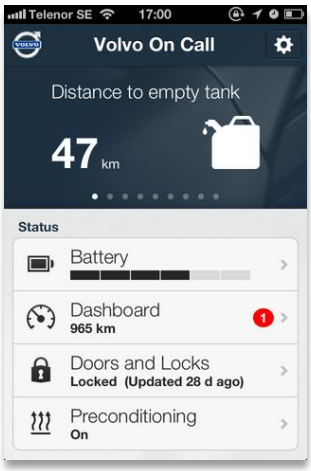
It enables users to see a wide variety of information about their car via a smartphone. Features include checking whether the car is secure (if not, users can lock the doors remotely), locating the vehicle on a map (useful if you've parked in an unfamiliar city), see fuel level, average mpg, mileage and trip meter data, plus basic maintenance details such as bulb faults, and brake fluid, oil and coolant levels.

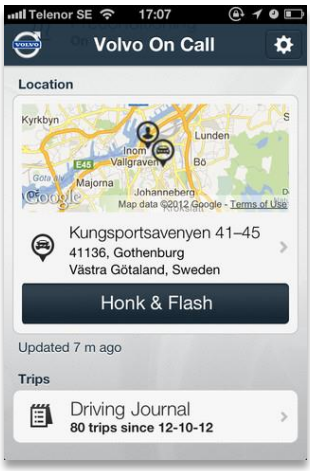
New features include:

- Enhanced driving journal - Detailed data of each trip during the last 40 days can be downloaded and stored. There data can also be extracted as an Excel file. It allows you to see journeys on a map (with Google Street View) and gives speed, fuel consumption, and battery consumption at specific time intervals.
- Send destination to the car - Using the map function within the app, select a location (within 31 miles) and send the destination to the car. This will then show-up in the car's RTI system.
- Outside temperature - Shows the temperature using web-based weather information at the parked location of the car.
- Honk and Flash - Allows the user to activate the horn or flash the lights independently to allow easy location of the car in busy areas.
- Car in motion - Shows if the car is in use.

New functions specific to V60 D6 plug-in diesel hybrid:

- Passenger compartment preconditioning - Allows the owner to set the timer or remotely start the heating/cooling of the passenger compartment prior to the driver's journey.
- Hybrid battery check - Shows the current state of charge of the battery.
- Charge reminder - An alarm can be set to remind the driver to plug the vehicle in to charge.
- Charge interruption warning - Shows if the power supply to charge the vehicle has been interrupted.





Volvo On Call is available as an option on all models in the Volvo range. Originally, it focussed on direct access to a call centre in the event of an accident or other emergency, along with location tracking if the vehicle was stolen. The service was extended for owners of newer cars (from Model Year 2012) with the addition of the smartphone application, which allowed continuous connectivity to the vehicle.

First launched in 2011, total downloads of the Volvo On Call app have reached 52,000. Research has shown that the most used features are the car locator and viewing the driving journal.

Source: Volvo

EXCLUSIVE: 60% growth in the number of apps offered by OEMs

According to SBD's latest study on Automotive Apps, the number of apps being offered by OEMs in Europe and USA has almost doubled in the last year.

Consumers can now download over 200 apps being offered by 30 OEMs (up from 129 apps a year ago), and SBD expects this trend to continue throughout 2013 as OEMs seek out new ways to engage with their customers.

Drivers can now download automotive apps onto their phones or directly into their cars, providing support for a wide range of use cases such as: booking test drives, checking for traffic information, enabling access to web radio services, and remote monitoring.

In the last 12 months many OEMs have further expanded the functionality of their apps with new and innovative features, such as Mazda's advanced vehicle maintenance support (providing servicing coupons to drivers), and Ford's Allergy Alert (providing advice about pollen levels to asthmatic drivers).

With OEMs such as BMW, Ford and GM all setting up app innovation centres across the globe, it is clear that automotive apps are here to stay.

But as OEMs join the app gold rush, a few questions arise:

▼ Does more equal better?

On average each OEM offers 5 apps, with some (such as Ford) offering more than 20. Additionally, these apps are now available to be downloaded from various app stores and on to various devices (including directly into the car). Whilst it can be argued that offering more choice to drivers is a good strategy, OEMs also need to be cautious of creating a fragmented user experience that forces drivers to regularly switch between apps in order to access features.

▼ Is a bad app better than no app?

SBD has monitored consumer reactions to apps and detected a common theme in terms of complaints. With negative feedback for some OEM apps often far exceeding positive feedback, it is important to note that badly implemented apps can have the exact opposite impact than OEMs intend on customer loyalty. Many of the complaints relate to basic issues such as limited language support, malfunctioning features or complex interfaces, demonstrating that a rush to launch apps can sometimes be counterproductive.

▼ Who will pay for all of this innovation?

Although the cost of developing a new app is still relatively low, this cost is likely to rise as apps become more complex and begin to require more ongoing maintenance. OEMs have already recognized that the willingness to pay for apps is low (reflected by the fact that 99% of automotive apps are offered for free), but many are still struggling to develop viable business models for developing apps.

As the number, complexity and cost of automotive apps continues to grow, it is more important than ever to keep track of which apps are being launched by OEMs. For this reason, SBD publishes a quarterly guide with all the information you need to ensure that your company is at the cutting edge of this rapidly evolving market.

Deepa Rangarajan supports Connected Car and Safe Car market research and consultancy projects, specializing in ADAS, Apps and telematics. Her recent works include ADAS technology guide, automotive app guide and analysing trends within the electric vehicles market.

US: Honda and Acura to offer Apple's Siri Eyes Free

Honda in the US has announced it will integrate support for Siri, Apple's voice control technology, in its 2013 Honda Accord and Acura RDX and ILX models as a dealer installed option.

Later this year, owners with a compatible iPhone running iOS 6 can direct Siri to perform a number of specific tasks while they safely keep their eyes on the road and their hands on the wheel.

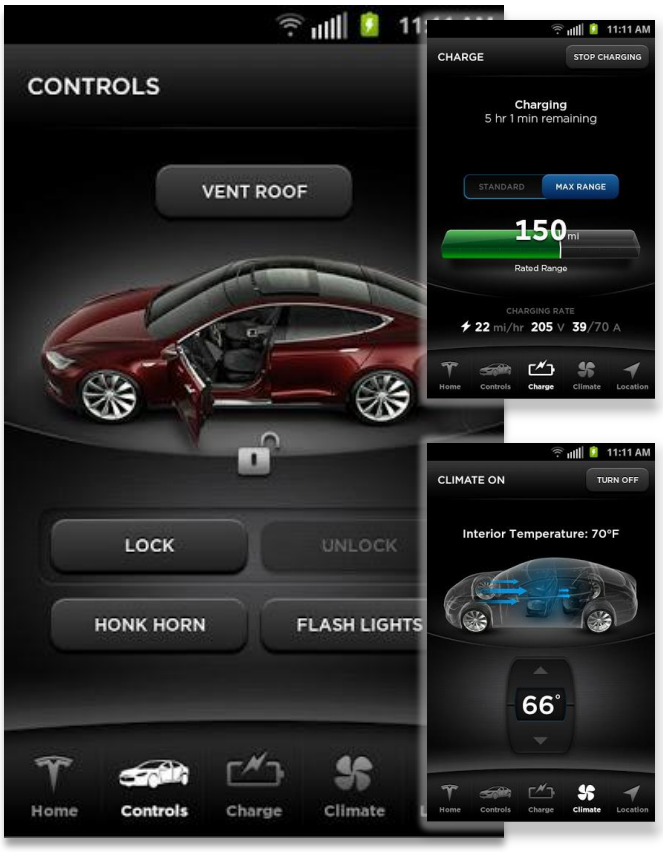
Using Eyes Free mode, Siri takes hands-free functionality even further and minimizes distractions even more by keeping your iOS device's screen from lighting up.

Honda says it recognizes the power of Siri and Eyes Free mode as an in-vehicle tool that will help meet the connectivity and convenience needs of its customers in a responsible manner. Honda has reengineered its software to seamlessly integrate Siri Eyes Free mode into its Bluetooth HandsFreeLink via the onboard microphone and speakers.

Source: Honda

Tesla app allows drivers to track and control their cars

Tesla has developed an Android app allowing drivers to control and communicate with their Tesla Model S electric vehicles.



The Tesla Model S Beta app puts Model S owners in direct communication with their cars anytime, anywhere. With this app, owners can:

- Check charging progress in real time and start or stop charge
- Heat or cool Model S before driving — even if it's in a garage
- Locate Model S with directions or track its movement across a map
- Flash lights or honk the horn to find Model S when parked
- Vent or close the panoramic roof
- Lock or unlock from afar

Tesla says known issues with the Tesla Model S Beta app include occasional user interface glitches. The app requires Android version 2.2 and up.

Source: Tesla

US: Acura RLX to offer next-gen connectivity, navi and ADAS

The 2014 Acura RLX available in the US will feature a range of connected infotainment and advanced driver assistance systems (ADAS).

The new features include:

- Next Generation AcuraLink Connectivity System
  - Built-in cellular communication
  - Real-Time Traffic with all-new surface street conditions
  - Security alarm notifications and stolen vehicle tracking
  - Airbag deployment notification
  - Pandora and AHA by Harman
  - Remote door lock/unlock
  - SMS/email capability
- Dual LCD screens - an 8-inch Navigation screen and a 7-inch touch screen that provides easy and direct one-touch access to key functions.
- Acura Navigation System with Voice Recognition offers a wide range of search options including local search functionality and AcuraLink Real-Time Traffic for both highways and surface streets.

- Acura/ELS audio system includes HD radio, XM radio, Pandora. Available premium ELS Studio and Krell ultra-premium audio system.
- Active Cruise Control with Low Speed Follow, allows the RLX to independently maintain a safe following distance in low-speed traffic situations - including a non-stop and go traffic - initiating vehicle braking when necessary.
- Lane Keeping Assist System provides lane-departure warnings and activity helps to keep the vehicle centred in the lane.

An RLX concept including the ADAS and connectivity technology was shown by Acura in 2012.

Source: Acura

Continental uses LEDs to prevent driver distraction

Continental showed a "driver focus" vehicle at the Chicago Auto Show.

In the concept vehicle, driver assistance systems are linked up to a highly versatile LED light strip to create a powerful tool against driver distraction.

Driver assistance systems such as lane keeping assist, adaptive cruise control, and collision warning systems also help defuse dangerous traffic situations in the driver focus vehicle. In addition, an infrared camera inside the vehicle detects where the driver is looking, so the vehicle knows whether drivers can see a dangerous situation or whether they are currently distracted.

Thanks to the LED light strip, the driver focus vehicle makes the driver intuitively aware of a dangerous situation. The LED light strip surrounding the entire vehicle interior uses situation-dependent light signals to guide the driver's line of vision toward the source of danger. The warning and activation of the driver assistance systems are therefore directly tailored to the driving situation and the driver's state of attention.

The infrared camera and various driver assistance systems are linked to the LED light strip in order to identify critical situations. For example, if the infrared camera detects that drivers have taken their eyes off the road while approaching a potential danger zone, the LED light strip is activated. The LEDs can produce a trail of light, a flashing wall, or a different light signal.

Source: Continental

What will it take to get V2X on the road?

Telematics Update says much of the momentum behind the current push for vehicle-to-infrastructure (V2I) deployment can be traced to the safety benefits this technology will offer drivers and, by extension, society and the governing bodies that maintain the transportation system.

Nevertheless, it will be challenging to capitalize on V2X's safety potential until it has been implemented in a critical mass of vehicles on the road.

An examination of the safety applications on the horizon highlights the need for aftermarket partners to speed deployment of V2X in more than just new vehicles. It also raises questions as to how the regulatory landscape will need to shift to accommodate this new level of integrated and connected communication.

▼ Key Safety Features

In the US market, "in any variety of crash scenarios, the US DOT says 82% of [incidents] could be mitigated by V2V or V2X," says Richard Wallace, director of transportation systems analysis for the Centre for Automotive Research (CAR) Group.

Wallace adds that V2X will be helpful in a number of the most "critical crash scenarios," which include intersections and roads with a single lane in either direction. Once equipped with enough base maps with high enough resolution, a V2X system could alert drivers when they're deviating from their lane or crossing the median. "It really is 360-degree awareness, with connectivity that sensor-based systems can't provide," Wallace says. "And if we integrate the two, that's an even better package."

▼ Aftermarket acceleration

There is a tremendous opportunity for aftermarket providers, as their products will be necessary to ensure faster deployment. The average age of a vehicle on the road is 11 years, so if we wait for fleet turnover to accomplish the task, we'll be waiting a long time, says Wallace.

Aftermarket providers could also be some of the same players making the V2X equipment built in to new vehicles; they'd just make an aftermarket version as well. It will be a very interesting to watch partnerships and what role smart device makers like Samsung, Apple etc. will play.

▼ Government as a vital stakeholder

Even after the consumer market gets involved, the government will remain a presence in the expanding realm of V2X, probably as regulators of the system. Where V2I is concerned, the government will certainly remain a vital stakeholder as owner and operator of transportation infrastructure.

▼ Legal issues with V2X technology

Once OEM-provided or aftermarket V2X equipment is active, issues of liability and regulation, particularly where safety is concerned, move into uncharted territory.

If a V2X-equipped vehicle fails to stop in time to avoid a collision, even if it stopped faster than an unaided driver would have, will the driver still decide to sue? Will aftermarket and OEM V2X equipment be held to government-imposed safety standards? Which aspects of V2X will be regulated? These sorts of questions must be answered so V2X can move forward.

Click or scan to find out more about V2X in Europe

Mercedes-Benz system tries to prevent ghost drivers

Mercedes-Benz has developed an assistance system which aims to warn and prevent drivers from driving unintentionally in the opposite direction to the flow of traffic.

The new traffic sign assistance system is able to recognise no-entry signs and issues an acoustic and visual warning to the driver if he or she should stray on to the incorrect carriageway and become a dangerous wrong-way driver. The new system will be available for the new Mercedes-Benz S-Class, due to be launched this year, and the facelifted E-Class.

Over the last three months 25 people have died in Germany because they collided with a vehicle travelling the wrong way on motorways or dual carriageways. The German Federal Department of Transport estimates that about 1,700 radio warnings about Geisterfahrer ("ghost drivers") on German roads are issued annually.

In order to prevent anyone becoming a wrong-way driver – whether by mistake, due to inattentiveness, stress resulting from heavy traffic or complicated road designs – Mercedes-Benz has developed a new traffic sign assistance system which, amongst other things, can warn drivers should they violate traffic regulations and ignore no-entry signs. This makes the system a useful tool which, above all, can prevent drivers from entering the motorway via the wrong slip road.

The technical core of the system is a camera on the inside of the windscreen. It can visually identify no-entry signs and send the information obtained to the computer in the on-board electronics. If it detects that the vehicle is about to pass the relevant prohibitory signs and is entering a motorway slip road, the system warns the driver. Three loud beeps are issued and a red no-entry symbol lights up in the display in order to make the driver aware of the danger.

In order to further improve the reliability of the system, the electronics compare the data from the camera with data from the navigation system. The other functions of the new Mercedes-Benz traffic sign assistance system also profit from this feature, which also includes the detection and display of speed limits and no-overtaking signs as well as the signs indicating the end of these particular restrictions.

If poor visibility limits the system's optics too much – during heavy snow flurries, for example – the system reports to the driver that it is "temporarily unavailable". The new traffic sign assistance system which can prevent drivers from unintentionally driving on the wrong carriageway will initially be available in the new Mercedes-Benz S-Class and the face-lifted E-Class. It will then be gradually introduced into other models. Initially the system will be designed primarily for use in Germany.

Source: Daimler

Should Inkanet's Troubles Worry Other OEMs in China?

Pateo recently announced the subscription pricing for Inkanet services that customers must pay after their 2-year trial period. The result was a lot of complaints and a quick retraction.

Pateo initially announced that three packages would be available, ranging from RMB576 to RMB1,536. This led to a barrage of comments online from users claiming that the renewal price is too high and too inflexible (customers were also told that they need to renew within one month of their free period expiring or else their SIM card will be permanently disabled). In response to these complaints, Pateo released another statement apologizing and promising to undertake a customer survey to identify a more suitable pricing model. Pateo has also agreed to continue offering the service for free until this survey is complete.

▼ What does Pateo's experience mean to other OEMs that are planning to charge for telematics in China?

Firstly, it highlights the risks of waiting until the last minute to announce pricing, which is what a majority of OEMs are doing in China. Consumers have a right to know how much their telematics services will cost even before they purchase their car.

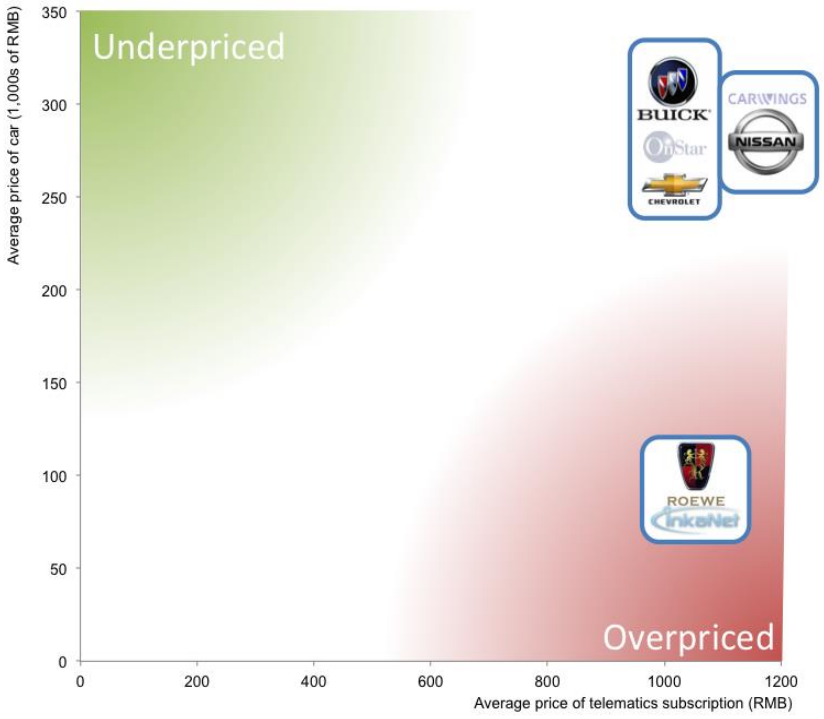
It is also important to note that the willingness to pay for telematics will logically be closely aligned to the price that consumers have paid for their cars. This appears to be something that Roewe failed to appreciate. The graph below is based on SBD's Ultimate Connected Car Guide for China, and shows the discrepancy between how much Roewe is charging for Inkanet vs. the price of their cars.

Source: Autohome, 2013

The graph to the right does not take into account the value that drivers receive from each telematics service, but from our experience of testing the various systems it is unlikely that Roewe can justify charging the same as Onstar when their target customers are buying much cheaper cars.

(As a side note, Onstar admitted at the 2012 China@Telematics conference that they were achieving lower-than-expected re-subscription rates, so perhaps GM doesn't yet have the right pricing model either – SBD customers can click here to read more from this event).

Pricing strategies are always difficult to get right, and Pateo has at least shown a willingness to quickly backtrack on its initial mistake and listen more closely to its customers (although this may prove to be too little too late). For other OEMs keenly watching from the side-lines, this provides another lesson on how difficult it is to balance customer expectations in China with their willingness to pay.



Connected Car News Roundup

Telematics and infotainment

- Inkanet has released pricing details for renewal of the in-car services provided to SAIC's Roewe and MG brands. Three packages are being introduced priced RMB 576, RMB 936 and to RMB 1,536. Discounts are planned to encourage renewal. Some customers are complaining about high renewal cost, in association with a poor service and no hardware updates for first generation Inkanet users.
- Inkanet: In response to customer complaints, Pateo has published an official announcement. For those users whose 2 years free service has expired, Pateo has decided to continue providing services until the end of a customer survey.

Navigation and traffic

- Tencent's SOSO Street View service is now scheduled to cover all the provincial capital cities and 80% of tier-2 cities in China in 2013.
- UniStrong has acquired Hemisphere's GPS business. It is believed that the motivation for this is to satisfy the market demand for Beidou positioning.
- China Telecom's Shanghai branch has launched a navigation app using maps and traffic info from AutoNavi. The service is expected to reach 1 million users in 2013.

Smartphones and apps

- China Telecom has introduced the "Tianyi" cloud service for iPhone users. The service is free for China Telecom users and provides up to 15GB of space.
- EnfoDesk reports that up to the end of 2012, the number of mobile map accounts has reached 374 million, a 22% increase compared to the third quarter of 2012. AutoNavi has a 29.6% market share (including 5.5% of Apple map), followed by Baidu with 20.3%.
- Ford and Baidu engineers got together for a 24-hour "hackathon" to discover the potential for connected apps. Apps developed include navigation, weather, information and entertainment.

CONNECTED CAR SERVICES
QUICK REFERENCE GUIDE

HOW TO USE THIS REFERENCE GUIDE:

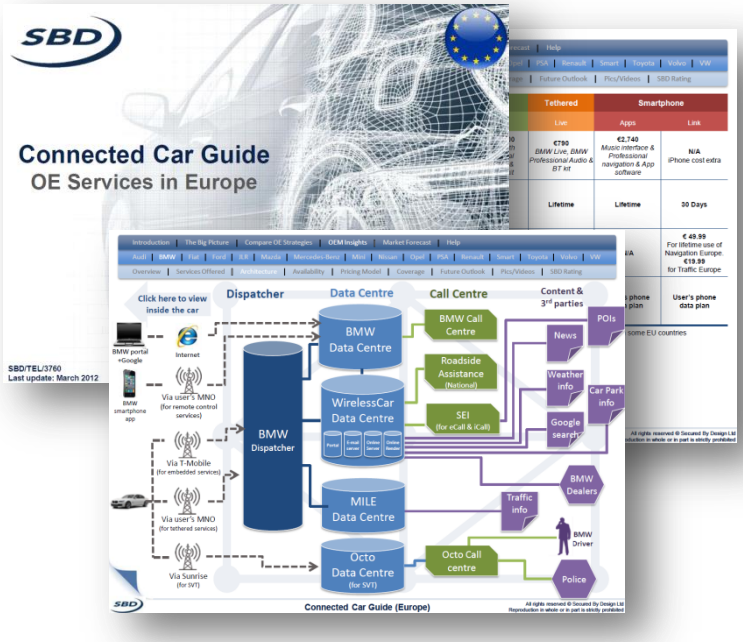
- This Reference Guide covers all vehicle manufacturers in 3 markets: EU, US and China
- The following service categories are covered for each market:

Safety | Security | Maintenance | Navigation | Drive | Infotainment | Convenience | Insurance | EV | Urban Mobility

- The following connectivity options are included:

	EMBEDDED SIM CARD	TETHERING	SMARTPHONE INTEGRATION
Available services			
Planned services			
New services (from last month)			

DATA TAKEN FROM SBD'S CONNECTED CAR GUIDE:



SBD'S INTERACTIVE CONNECTED SERVICES GUIDE

- Service availability by model
- Pricing
- Service architecture
- Future outlook
- Video demos

Contact: enquiries@sbd.co.uk

PLEASE VISIT WWW.SBDPORTAL.COM FOR THE LATEST VERSION OF THIS DATABASE

	Safety	Security	Maint.	Navi.	Drive	Infotain.	Conven.	Insur.	EV	Urban
ALFA ROMEO										
AUDI										
BMW										
CHEVROLET										
CITROEN										
FIAT										
FORD										
HONDA										
HYUNDAI										
INFINITI										
JAGUAR										
JEEP										
KIA										
LANCIA										
LAND ROVER										
LEXUS										
MAZDA										
MERCEDES-BENZ										
MINI										
MITSUBISHI										
NISSAN										
OPEL/VAUXHALL										
PEUGEOT										
PORSCHE										
RENAULT										
SAAB										
SEAT										
SKODA										
SMART										
SUZUKI										
TOYOTA										
VOLKSWAGEN										
VOLVO										

	Safety	Security	Maint.	Navi.	Drive	Infotain.	Conven.	Insur.	EV	Urban
ACURA										
AUDI										
BMW										
CHRYSLER										
DODGE										
FORD										
GM										
HONDA										
HYUNDAI										
INFINITI										
JAGUAR										
JEEP										
KIA										
LAND ROVER										
LEXUS										
LINCOLN										
MAZDA										
MERCEDES-BENZ										
MINI										
MITSUBISHI										
NISSAN										
PORSCHE										
SAAB										
SCION										
SMART										
SUBARU										
SUZUKI										
TOYOTA										
VOLKSWAGEN										
VOLVO										

	Safety	Security	Maint.	Navi.	Drive	Infotain.	Conven.	Insur.	EV	Urban
BAIC Motors										
BESTURN (FAW)										
BMW(BRILLIANCE)										
BUICK (SGM)										
BYD										
CADILLAC (SGM)										
CHANG'AN/Chana										
CHERY										
CHEVROLET(SGM)										
EMGRAND(GEELY)										
FORD (CHANG'AN)										
GAC TRUMPCHI										
HAWTAI										
HYUNDAI (BM)										
LEXUS										
LUXGEN (DY)										
MG (SAIC)										
MINI										
Nissan (DF)										
ROEWE (SAIC)										
TOYOTA (FAW)										
TOYOTA (GAC)										

SGM = SHANGHAI GM

BM = BEIJING MOTORS

DY = DONGFENG YULON

DF = DONGFENG

UPCOMING EVENTS

FEATURED

Focused Conference and Exhibition

Telematics India and South Asia 2013

April 17-18th, Hotel Chancery Pavilion, Bangalore, India

Organized by Telematics UPDATE

FEATURED

Focused Conference and Exhibition

Insurance Telematics Europe 2013

7-8th May, Victoria Park Plaza, London, UK

Organized by Telematics UPDATE

EVENT	ABOUT	VENUE	DATE
CeBIT	CeBIT Trade Show For more info click here	Hanover, Germany	5 – 9 March 2013
83e Salon International de l'Auto & Accessoires	83rd International Motor Show, Palexpo For more info click here	Geneva, Switzerland	7 – 17 March 2013

Top videos this month

www.youtube.com/telematicsnews

Bosch shows vision of autonomous vehicles

HTML5 SDK for the QNX CAR platform

GM: Connecting Customers to What They Want

SBD Portal

Video highlights for SBD Portal clients

BMW Apps in China

Chang'an In Call

Dongfeng Yulong Think+ and Think+Touch

SUBSCRIBE TO TELEMATICS NEWS FOR FREE :

Scan the QR code

(or)

Visit http://bit.ly/LNSizt

(or)

Email press@telematicsnews.info

Important notice to our readers

From the April edition, the Telematics News Bulletin will become a paid for premium service.

Contact us today to continue to receive:

- Exclusive news
- Insights
- Interviews
- China news
- Databases
- Posters

JOIN OUR LINKEDIN GROUP AND FOLLOW US ON TWITTER:

linkd.in/OkMe3v

@TelematicsNews

ADVERTISE IN TELEMATICS NEWS

Promote your services to 1000s of telematics professionals worldwide!

Contact: press@telematicsnews.info