Telematics News

MONTHLY BULLETIN

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A status update on in-car smartphone integration

MINI Connected

Smart Drive

BMW Link

Toyota Touch Life

MirrorLink

Connect and View

Pioneer AppRadio

Oxygen Radio

Toyota Entune

Pandora Link

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GM MyLink

With a wide range of solutions being developed in the automotive industry to safely integrate the functionalities of smartphones inside the car, how should vehicle manufacturers proceed? This report clarifies and analyses the various approaches being proposed and also recommends a three-step approach to smartphone integration.

The report is complemented by a smartphone database containing all the OEM solutions for smartphone integration available in Europe and the USA.

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US DOT proposes distraction guidelines for in-car infotainment

U.S. Transportation Secretary Ray LaHood has announced the first-ever federally proposed guidelines to encourage automobile manufacturers to limit the distraction risk for in-vehicle electronic devices. The proposed voluntary guidelines would apply to communications, entertainment, information gathering and navigation devices or functions that are not required to safely operate the vehicle.

I commend criteria that manufacturers can use to ensure the systems or devices they provide in their vehicles are less likely to distract the driver with tasks not directly relevant to safely operating the vehicle, or cause undue distraction by engaging the driver's eyes or hands for more than a very limited duration while driving. Electronic warning system functions such as forward-collision or lane departure alerts would not be subject to the proposed guidelines, since they are intended to warn a driver of a potential crash and are not considered distracting devices.

The proposed guidelines would also recommend the disabling of the following operations by in-vehicle electronic devices while driving, unless the devices are intended for use by passengers and cannot reasonably be accessed or seen by the driver, or unless the vehicle is stopped and the transmission shift lever is in park.

- Reduce complexity and task length.
- Limit Device Operation to one hand only.
- Limit individual off-road glances to no more than 2 seconds each.
- Limit unnecessary visual information to the driver
- Limit the amount of manual inputs required.

- Disable messaging.
- Disable internet browsing.
- Disable social media browsing.
- Disable navigation destination address entry.
- Disable 10-digit phone dialing.
- Disable displaying more than 30 characters of text to the driver.

NHTSA is also considering future, Phase II proposed guidelines that might address devices or systems that are not built into the vehicle but are brought into the vehicle and used while driving, including aftermarket and portable personal electronic devices such as navigation systems, smart phones, electronic tablets and pads, and other mobile communications devices. A third set of proposed guidelines (Phase III) may address voice-activated controls to further minimize distraction in factory-installed, aftermarket, and portable devices.

NHTSA will also hold public hearings on the proposed guidelines to solicit public comment. The hearings will take place in March and will be held in Los Angeles, Chicago, and Washington D.C

Source: NHTSA

Audi A3 gets 'upgradeable' infotainment platform, Audi phone box

The modular infotainment platform makes its debut in the new A3 – making hardware updates a simple task which keeps the system up to date. When the system is started, the monitor of the MMI operating system is electrically deployed from the instrument panel. It has an elegant and high-end look with a high-gloss black housing made of ultra-lightweight magnesium, which is only eleven millimeters (0.43 inches) thick. The rocker switches with fixed assignments – hard keys – have been rearranged, and in the top version MMI navigation plus, the large rotary pushbutton is a touch-wheel with MMI touch. Its touch-sensitive surface lets drivers input letters and numbers by finger on top of the wheel.

The next level up, the MMI radio, adds a user terminal and electrically deployable 5.8-inch monitor. It may be supplemented by the connectivity package which contains navigation preparation. If the A3 customer wishes to purchase an SD card with navigation data at a later time, or if the navigation package is selected with the car, the MMI radio becomes a navigation system. MMI navigation plus with MMI touch is available as the top version – it is a media center with 60 GB memory capacity, DVD drive and whole-word voice control.

EU: Harman's Aha begins rolling out cloud-based infotainment

Aha by HARMAN has announced that it will begin rolling out service in Western Europe by the end of the month.

INRIX and TripAdvisor have reached agreements with Aha to deliver European content to the Aha platform this year.

Aha is powering the Web-connected "fourth band" of radio. Aha users can choose from tens of thousands of audio stations. Aha delivers a unique experience by letting users prioritize and customize the stations they want. When Aha is connected to a compatible in-car entertainment system, the users' top stations become radio preset buttons, so drivers can safely switch between stations like traditional radio. The first new cars with Aha integrations will begin shipping this fall, and after market stereos with Aha integrated are available today

Source: Harman, INRIX

EU: All-New Cadillac ATS to get CUE infotainment system

Making its European debut, the all-new ATS compact sedan was the star of Cadillac's stand at this year's Geneva Motor Show. Developed around an all-new, lightweight rear-wheel drive architecture, the ATS sedan takes Cadillac into the world's largest selling luxury car segment.

One of the best features is Cadillac CUE (Cadillac User Experience) which offers ATS drivers a comprehensive infotainment system which merges intuitive design with industry first controls and commands such as proximity sensing, hepatic feedback, multi-touch hand gestures and many more features based on a Linux operating system.

Source: General Motors

EU: Harman gets $1.25 billion contract from Volkswagen

HARMAN has announced that Volkswagen AG will launch the new models of its best sellers VW Golf, Audi A3 and Skoda Octavia with the next-generation infotainment systems from HARMAN; the volume of the contract is estimated at US $1.25.

The new multimedia-driven system will offer sophisticated features including Google Earth navigation, brilliant graphics on the basis of the high-performance NVIDIA Tegra 2 chipset, Internet access, and wireless connectivity. An embedded flash memory will provide navigation data which may be updated as required.

Based on the HARMAN infotainment platform, Volkswagen Group has developed a modular infotainment platform (MIB) for next-generation models of VW Golf, Audi A3 and Skoda Octavia.

Audi already offers its customers integrated services that result from intelligently linking cloud and backend solutions. The connection with the World Wide Web currently operates via UMTS — in the future, Audi will rely on the fast LTE standard.

HARMAN will be the first infotainment system supplier worldwide to integrate the new TI Jacinto 5 SOC (system-on-chip), offering MOST150 networking technology and an FPGA-less design. The very highly integrated system provides a telephone module, a complete set of tuner modules, a six-channel high performance class-D amplifier, DVD-Drive, and a computing module built on the NVIDIA system-on-chip technology, all housed in a single 1-DIN unit.

Source: Harman

EU: Ford launches B-Max featuring SYNC with 112 Emergency Assistance

The B-MAX will be the first vehicle in Europe to feature SYNC, Ford's voice-activated in-car connectivity system, the company has revealed after unveiling the all-new car at the 2012 Mobile World Congress in Barcelona.

After unveiling the all-new B-MAX car at the 2012 Mobile World Congress in Barcelona, Ford revealed that it will be the first vehicle in Europe to feature SYNC, Ford's voice activated connectivity system.

SYNC already features on 4 million cars in the U.S., and its introduction to Europe in one of the most affordable vehicles in Ford's European range will help take the company a significant step further towards its target of 13 SYNC million customers by 2015, 3.5 million of which are planned for Europe.

Ford's Emergency Assistance feature alerts local emergency services after an accident in the correct language for more than 30 countries, and is the most advanced system of its type. During the development of the Emergency Assistance feature Ford worked with the European Emergency Number Association (EENA), gaining valuable input into the system design. The activation of an airbag or the vehicle's emergency fuel pump shut-off prompts the vehicle to initiate an emergency call, using a pre-recorded message, through the occupant's Bluetooth connected mobile phone.

SYNC can also read aloud incoming SMS text messages from compatible mobile phones. The system automatically updates phonebook entries, while audio files can be browsed using simple voice commands. The USB port also enables the implementation of software upgrades for future enhancements and features.

Source: Ford

Malaysia: PROTON, YES to offer first in-car 4G internet access

PROTON, Malaysia's national car maker and Yes, a 4G network operator, have announced a collaboration to offer Malaysia's first 4G Internet Cars. The collaboration will use the two companies' strengths in vehicle engineering and mobile internet connectivity to take advantage of new technologies, applications and services that will make high speed mobile 4G connectivity a standard feature in future Proton models, starting with the upcoming P3-21A sedan.

Yes provides 4G cover for over 65% of the country's populated areas and is the only wireless network operator in the country that offers seamless 4G connectivity along the full 960km stretch of the North-South Expressway and a large portion of the East Coast Expressway as well.

Up to five mobile devices can be connected to the car's micro wireless network at any one time providing high-speed internet access to users. In the future, PROTON and Yes aim to enable drivers with smart applications like remote real-time vehicle diagnostics, security and location-based services that will make the driving experience a safer, more convenient and enjoyable one.

A competition on Facebook has been launched by both companies to give away the first 4G car – a special edition Proton Inspira which will be the only one of its kind.

Source: Proton

Thailand: Toyota launches 'smart G-BOOK' telematics

Toyota Motor Thailand Co Ltd (TMT) has introduced the "Toyota smart G-BOOK" app to mark their 50th anniversary in Thailand. This is the first launch of the app in the world after Japan. The intelligent application is equipped with all advanced technologies via smartphones and smart G-BOOK Call Centre.

This new application is a telematic system available for smartphone users. The app allows users access to a whole host of information easily and quickly such as navigation, advice on reducing energy consumption, restaurant recommendations, and locating shopping malls and Toyota service centers.

The smart G-BOOK in Thailand is a continued developed model followed the original design in Japan. Additional features include G-Road and G-Life to provide "emergency" services to enhance a secure driving for ultimate convenient and safe experience.

Source: Toyota

UK: AA launches telematics insurance with stolen vehicle tracking

The AA has launched Drivesafe; a telematics product designed to reward safe drivers with lower insurance premiums. The Drivesafe box is installed in the car where it collects information about speed, cornering, braking and the different roads being used as well as other technical information regarding how the car is being driven. This is data is sent to the online Drivesafe Dashboard where users are able to see their driving reports.

This information is used to give users a score, based on how they drive. The premium is reviewed throughout the year to ensure it accurately reflects the user's driving behavior, which may entail a discount added on top of initial savings offered with the Drivesafe product. There is free installation of the GPS unit or black box and AA coordinates an appointment with their customer drivers to have the unit professionally installed.

The Drivesafe box also acts as an anti theft tracker, which means the car can be traced quickly if stolen.

According to the company, Drivesafe is capable of saving any driver money but is especially designed to assist young drivers, new drivers, and drivers with driving convictions in saving money.

Source: AA Insurance

UK: TomTom enters insurance telematics market

TomTom has made a move into the insurance market by providing the technology to operate a new insurance product which bases premiums on driving behavior. TomTom has teamed up with insurance broker Motaquote for the launch of 'Fair Pay Insurance' – a product that rewards 'good' drivers with lower premiums.

Fair Pay Insurance gives drivers control over their insurance policies by using driving ability and behavior to allocate premiums rather than so-called risk factors such as postcode, gender, age, or vehicle type.

Drivers who sign up for Fair Pay will benefit from a specially-developed TomTom PRO 3100 navigation device, which includes Active Driver Feedback and LIVE Services. This means policy-holders can be alerted to driving events, such as harsh cornering and sharp braking, and benefit from accurate traffic information updated every two minutes.

They will also have a LINK tracking unit fitted in their vehicles, allowing driver behaviour and habits to be monitored. This information can then be viewed by the policy-holder in their driver dashboard, an online tool that details journey and driver behaviour data, and in regular email bulletins.

Source: TomTom

OnStar selects Telefonica to expand telematics to new markets

OnStar has selected Madrid-based Telefónica Digital and Telefónica Multinational Solutions to provide mobile-to-mobile connectivity in support of its future expansion to markets outside of the United States, Canada and China.

OnStar will rely on Telefónica's extensive international GSM mobile standard network and its M2M automotive expertise to offer key services such as Automatic Crash Notification, Emergency Services, Turn-by-Turn Navigation, Diagnostics, Remote Mobile connectivity and more.

OnStar's connected mobility solutions are enabled by its Advanced Telematics Operating Management System - ATOMS. It is the most-powerful automotive cloud platform on the market today – connecting to more than 6 million OnStar customers globally.

The initial agreement, the length of which was undisclosed, focuses on offering current OnStar services. The agreement has the potential over time to include the development and creation of future offerings between the two companies.

Source: General Motors

EU: BMW starts using Vodafone SIM for telematics

New BMW cars in Germany will soon be able to automatically dial emergency services in the event of a crash and advise the driver how to avoid traffic jams thanks to new technology from Vodafone.

Starting this summer, all new BMW series vehicles will be fitted with a specially adapted mobile SIM chip supplied by Vodafone Germany. The Vodafone SIM, which will link BMW up to its vehicles, will provide customers with access to innovative in-car services such as the BMW Online Services, a 24/7 personal concierge service for BMW drivers and an emergency call function.

The five-year agreement between Vodafone Germany and the BMW Group involves fitting SIM cards within the vehicles at the assembly plant. The service being provided by Vodafone is based on machine-to-machine technology, which allows different devices to communicate with each other. The Vodafone SIM has a lifespan of more than ten years, can withstand temperatures from minus 40 to heat of 85 degrees centigrade and is coated with anti-corrosive protection.

In the future, this technology will become even more crucial for the automotive sector with the introduction of 'eCall' - the automatic vehicle emergency call system in that is being planned by the European Union. From 2015 onwards, all new cars will be fitted with latest mobile data connection and SIM card that automatically calls the emergency services in the event of an accident.

Source: Vodafone

Sprint and Orange form M2M partnership for global markets

Sprint is partnering with Orange Business Services to provide Sprint with global machine-to-machine (M2M) connectivity outside the U.S., the companies announced today. Through this agreement, Sprint will expand its M2M reach to include Sprint-branded global M2M connectivity to 180 countries.

Orange Business Services, the enterprise arm of France Telecom-Orange, is a global integrator of communications solutions for multinational corporations. Orange Business Services is delivering its global M2M connectivity service to Sprint through its International M2M Center (IMC) based in Brussels.

In addition to its international footprint, Orange will provide Sprint with integral components to offer a seamless global M2M service, including:

- M2M-specific Global System for Mobile Communications (GSM) SIM cards
- a feature-rich Web portal Sprint customers can use to order and manage SIM cards
- the ability to provide end-to-end service from the SIM cards up to a customer's application platform.

Source: Orange Business Solutions

US: Chrysler to use Sprint network for Uconnect telematics

Sprint has announced an agreement to act as a strategic wireless partner for Chrysler Group LLC's Uconnect programme.

Recent years have seen Sprint working hard to grow its 'Emerging Solutions' M2M group. In 2010, the Sprint M2M Collaboration Centre in California was opened; a hands-on, interactive lab where ideas, knowledge and technology unite to produce wirelessly enables M2M concepts and products. Last year, Spring also introduce the Spring Command Centre; a web-based portal that allows business with Spring wireless connected products the ability to manage, activate and deactivate each device.

Source: Sprint

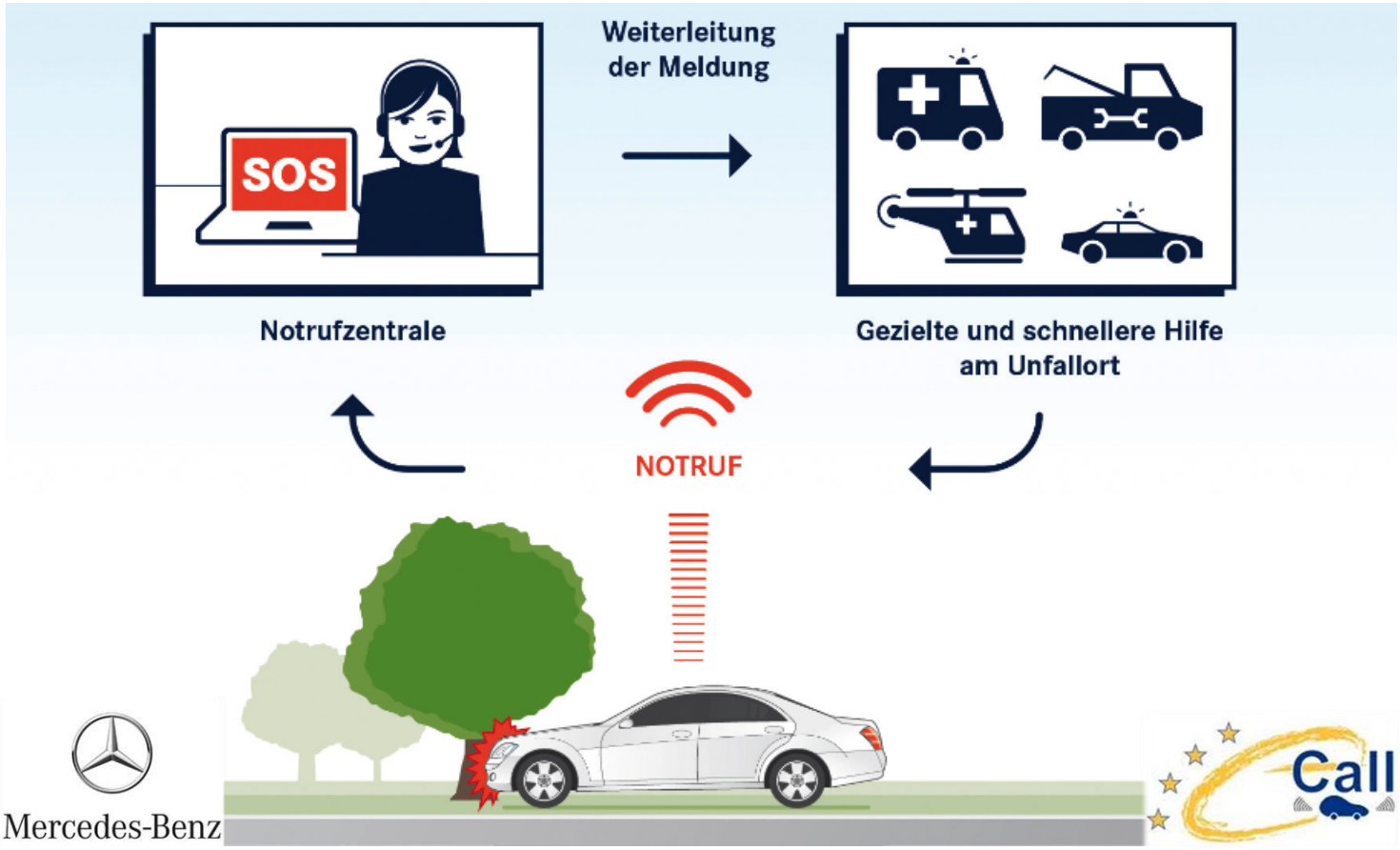
US: Verizon launches practice focused on telematics solutions

As part of its strategy to offer platform-based solutions tailored to key industries, Verizon has launched a new practice focused on developing telematics solutions.

The new practice will leverage the company's wireless, cloud and mobility platforms to develop and deploy integrated telematics solutions for key industries including automotive and transportation. While Verizon currently offers a wide range of machine-to-machine solutions, the new practice will leverage the full breadth of the company's technology platforms to address the rapidly growing demand for telematics applications.

Source: Verizon

Mercedes-Benz to launch emergency call service in Europe



In June 2012, three years prior to the proposed mandatory implementation of eCall in Europe, Mercedes-Benz will launch its emergency call service. In the event of a serious accident, emergency services are notified automatically and within minutes receive information on the exact location of the accident and the vehicle model.

The Mercedes-Benz emergency system will be a standard feature of the latest version of the COMAND Online multimedia system, and will be available on most models, starting with the new A-Class, B-Class, C Class, E Class, M-Class, SLK, CLS and SL Class. The service will not cost extra, but users may incur mobile phone charges.

If the airbags or belt tensioners are triggered, and the COMAND Online system is **paired to a mobile phone**, the exact GPS position of the vehicle and its vehicle identification number (VIN) are sent via SMS to the **Bosch Communication Center**. As a back-up, the location information is also sent in parallel via the DTMF method. In addition, a voice call is established with the Bosch Communication Center, who will answer in the language activated on the COMAND Online system.

The emergency call can also be triggered manually by dialing the very first entry on the phonebook, which is "Mercedes-Benz emergency". eCall will be introduced in several stages: from June 2012, the service will be available in nine European countries - Germany, France, Italy, Spain, Great Britain, Austria, Belgium, Netherlands and Switzerland. 19 more countries will be added by the end of 2012.

Source: Daimler

EU: Bosch updates iPhone navi app with Flinc car sharing service

Bosch has continued development on its navigation app for the iPhone and iPad and is now offering the new version 1.5 in the iTunes App Store.

The handy stopover option and the integrated “flinc” ride-sharing service are the two main features that have been added to the graphically sophisticated premium navigation system with the easily recognizable 3D landmarks.

The new version 1.5 of the Bosch navigation app now makes it possible to plan stopovers en route for the first time. It is no longer necessary to start from the very beginning again when a stop is made along the way. This is particularly useful on longer road trips, when stops for tourist attractions, overnight stays and stops at restaurants or filling stations can be easily added to the itinerary.

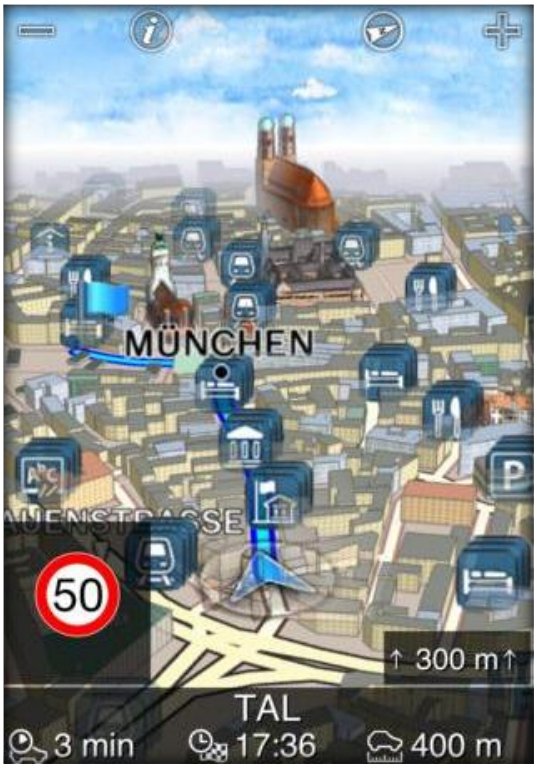
Another new function is “Plus Routes”, which suggests alternative routes to the selected destination as soon as the system calculates a savings in terms of time and/or distance. After checking the new route, the driver can decide to accept the alternative route with a single click to get to his or her destination more quickly and conveniently.

Another highlight in the version 1.5 of the Bosch navigation app is the integration of the “flinc” mobility portal. Anyone who uses the mobile ride-sharing service will be notified by the Bosch navigation system while underway if there is someone nearby who would like to ride along to the same destination.

If the driver accepts this suggestion, he will be automatically guided to wherever the person is waiting and then to the final destination of the ride. The driver charges the passenger a certain amount of the driving costs, which means he saves money, and driving together is also good for the environment.

Up to now, the Bosch navigation system has been known primarily for its impressive 3D artMap, a well-developed curve warning assistant, a fuel-saving “eco” route and the INRIX Real Time Traffic in-app purchase, a real-time traffic congestion warning service.

The NAVTEQ map material that is constantly available in the device offline covers Germany, Austria and Switzerland as well as all the major trans-European highways. Other products in the app store include navigation solutions for France, the Iberian Peninsula, Italy, Great Britain, the Benelux countries and Scandinavia.



Source: Bosch

Poynt forms JV with China Youth League to drive POI search business

Poynt Corporation has announced that the Company has finalized the structuring of its first Asian operating entity, Poynt Asia (Hong Kong) Limited ("Poynt HK") and the formation of a joint venture (the "China JV" or "China Youth Poynt Limited") between Poynt HK and China Youth League's affiliated entity, China Youth Goyor Technology (Beijing) Co., Ltd. ("China Youth Goyor").

China Youth League ("CYL") is a youth movement of the People's Republic of China that plays a vital role in the development of China. CYL has over 83 million young members between the ages of 14 and 28, the majority of which are typically well-educated and influential.

As an initial objective of the China JV, China Youth Goyor will focus on obtaining the Chinese Ministry licenses required for conducting the business of China Youth Poynt Limited, securing data service agreements and preload agreements in China with major telecom companies, and facilitating consumer usage of the Poynt mobile platform in China (the "China Youth Poynt Platform"), initially among CYL's over 83 million members.

As an initial performance benchmark of the China JV, China Youth Goyor is to deliver at least 20 million active users in or around August 2012. Based on preliminary discussions, China Youth Poynt Limited anticipates as many as 60% of CYL's membership may become active users (approximately 50 million active users) of the China Youth Poynt Platform.

Additionally, the China Youth Poynt Platform will be marketed by the China JV to the broader smartphone population in China. This rapidly growing market is expected to surpass 230 million users in 2012.

Source: Poynt

EU: Toyota launches TPEG over DAB traffic and travel services

Toyota has become a first manufacturer in the UK to provide TPEG digital traffic information service. The new Land Cruiser V8 2012 features the Toyota Touch Pro. It is also available as part of the Technology Pack option that is offered for the 2012 Prius T Spirit.

Toyota Touch Pro is the most sophisticated satellite navigation system offered by Toyota. The system incorporates a double tuner DAB/DAB+/DMB digital radio as standard, making it compatible with a new advanced Transport Protocol Export Group (TPEG) traffic information service.

Based on a digital communication channel, TPEG represents a significant improvement over existing, RDS-TMC analogue systems because it can carry far more information.

Not only will its pin-point accuracy enable better navigation routing, but it will also supplement a basic traffic event and flow service with information on parking availability and fuel prices, adding additional information including speed limits and weather thereafter.

Equipped with voice recognition, Toyota Touch Pro allows the driver to input a full destination in just one shot, make a phone call, or to pick a specific song from a connected iPod with a single voice command. It also provides access to SMS messages and emails, and includes a 'text-to-speech' message readout facility.

Source: Toyota Europe

TomTom

Renault R-Link to use TomTom navi; 1.3m Carminat TomTom sold

Following Carminate TomTom's success, TomTom has announced that it will supply the navigation for the upcoming R-Link – Renault's new integrated, connected multimedia system which features a 7" display, steering wheel controls and speech recognition. Zoe will be the first Renault with R-Link.

In addition to IQ routes and maps, it will also offers LIVE services including HD Traffic. Zoe's R-Link also includes new functions dedicated to electric motoring and range management. R-Link receives data from the batteries and relays range and power consumption information to the driver along with routes to near charging stations.

TomTom and Reanult have sold 1.3 million devices, 400,000 of which are connected.

EU: TomTom expands traffic coverage to more countries

TomTom has announced the expansion of coverage of its portfolio of real time traffic products to include the Czech Republic, Denmark, Finland, Norway and Sweden, bringing the total count to 23 countries.

"This is a strong step forward for TomTom's mission to reduce traffic congestion globally," said Ralf-Peter Schaefer, Head of TomTom Traffic Product Unit. "By expanding our services in Europe, customers are able to access superior traffic information for highways, major roads and secondary roads that is refreshed by the minute."

Real time traffic products are now available to customers in 23 countries, including: Australia, Austria, Belgium, Canada, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, New Zealand, Poland, Portugal, South Africa, Spain, Switzerland, the United Kingdom and the United States.

India: TomTom to power navigation on HTC phones

TomTom has announced it has partnered with HTC to provide the maps, points of interest and turn-by-turn directions for a range of HTC smartphones in India. This partnership marks the first consumer-focused implementation of TomTom's map data in the rapidly growing Indian market.

"We are excited to expand our global offerings by powering the map services for all HTC smartphones in India," said Nuno Campos, Vice President of Sales and Marketing for TomTom Licensing. "This is our first major partnership in India, and we look forward to providing HTC and its customers with the most comprehensive and easy to use maps and navigation services."

China: TomTom, AutoNavi to introduce HD Traffic

TomTom and AutoNavi have announced that they will introduce HD Traffic, a premium real-time traffic solution, to drivers across China. TomTom and AutoNavi will enable their customers in various markets to deliver solutions based on accurate and up-to-date traffic information.

TomTom's HD Traffic is derived by combining information used anonymously from multiple GPS probe data sources. This produces precise delay times and indicates the exact location of congestion on the road network.

HD Traffic will use industry standards TMC and OpenLR, TomTom's open source dynamic location referencing technology which brings unique coverage on highways and all major roads including city roads. HD Traffic will be rolled-out as a nationwide service, covering up to 30 important Chinese cities by the end of 2013.

EU: Coyote claims 1.5 million paying users for speed camera notification

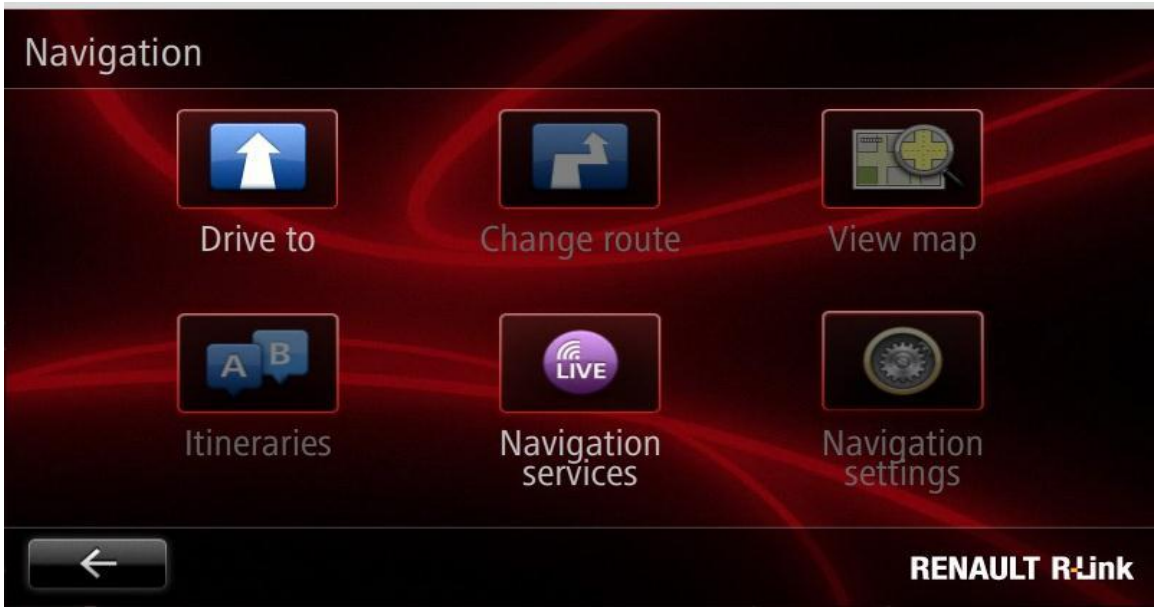
Coyote Systems has announced an important milestone – 1.5 million paying users in its community. This means that in the past year, Coyote's community has grown by a massive 80%.

Using the Coyote service, drivers exchange information on speed camera locations (where legally allowed), road hazards, traffic conditions and other road specific information with a click of a button. The user generated information is processed in real time through sophisticated algorithms that aggregate, filter, verify and rank community alerts before delivering the information to customers.

The Coyote services are available on a range of devices: Coyote's own range of hardware products, the iCoyote App (available on both iOS and Android platforms), Garmin and TomTom connected Personal Navigation Devices, as well as Parrot Asteroid and Pioneer AppRadio in-car head units. Furthermore, Renault recently announced that its upcoming in-car tablet, the R-Link, will also feature this service.

Coyote exhibited its full range of solutions at the Mobile World Congress in Barcelona, one of which is an expansion which will take Coyote to customers in 12 European countries.

Source: Coyote



'Peugeot Connect Apps' details released ~ powered by Bouygues

Peugeot Citroen has awarded a contract to French network operator Bouygues Telecom to support its Peugeot Connect Apps service to be made available on some car models in 17 European countries, starting with the Peugeot 208 later this year. The new suite of services will join Peugeot Connect SOS and Peugeot Connect Assistance, together with the touchscreen form a set of useful features and practices as well as a new user experience. Peugeot Connect Apps will launch with ten apps to be used on a touchscreen inside the vehicle connected to the internet using a special 2G/3G USB key (picture above).

Peugeot Connect Apps is a paid service with subscription. Once the user agrees to a contract, he will receive the USB modem and one year's subscription, which includes the use of 3G/2G networks without any usage restrictions. Peugeot Connect Apps will work in 17 countries and there will be no extra charge for roaming. The initial price of the pack will be less than 350 euros and can be renewed annually for less than €150.

Source: Bouygues Telecom

Ten Peugeot Connect Apps:

- MyPeugeot (user manual, maintenance info etc)
- Michelin Traffic (real time traffic information)
- Fuel (powered by NAVX)
- Parking (powered by NAVX)
- Michelin Green Guide (hotels, restaurants etc)
- Michelin Red Guide (tourist info etc)
- Tellmewhere (location-based POI guide)
- ViaMichelin (route planning)
- Weather
- Pages Juanes (Yellow Pages)

Chevrolet MyLink smartphone integration coming to Europe

Chevrolet MyLink aggregates content from the smartphone onto the seven-inch, high resolution, full color touch-screen display. Connectivity will be ensured via USB or Bluetooth for mass storage devices, including MP3 players, iPod, iPad, etc. There is also a dedicated plug-in outlet for certain personal music devices and smartphones that do not use USB or Bluetooth connections. With Chevrolet MyLink in Cruze and Aveo, the smartphone, in effect, functions in the same way a hard drive would in an embedded infotainment system.

The system uses the latest technology and yet is intuitive to use, offering real-life benefits to today's drivers. A selection of special apps will be offered for download later in the year, making it possible to upgrade Chevrolet MyLink in accordance with individual needs.

The 7" color touch screen will be manufactured by LG electronics, has a clean intuitive design with five easy to navigate menus (Audio, Pictures & Movies, Telephone, Smartphone Link and Settings), each of them comprising a list of easy-to-select functions. This infotainment technology will first be available with the Cruze and Aveo as of summer 2012. All Chevrolet MyLink-equipped cars will also be fitted with a rearview camera.

Source: General Motors

Mercedes-Benz announces iPhone integration with Siri voice control & Garmin navi

The all-new A-Class will debut at the Geneva motor show on March 6 and will feature high levels of connectivity and integration for iPhone users.

Mercedes-Benz has developed an advanced technology suite for the A-Class, giving owners of the hatchback access to all the key content of their iPhone through the car's 'floating' touchscreen display and controller on the center armrest. The A-Class combines two new systems: **the 'Drive Kit Plus for Apple iPhone' and the 'Digital DriveStyle App'**.

In a further world premiere, Mercedes-Benz will be introducing Siri in a vehicle with easy access to it from the "Digital DriveStyle App". While conventional voice recognition software demands the use of specific spoken commands, Siri understands natural speech patterns and will even ask questions in return should more information be needed in order to complete a given task.

This allows natural speech input, without the need for specific commands, to send messages, select music tracks and check the weather forecast or stock prices, as well as to make appointments. Along with Facebook, Twitter and so on, the "Digital DriveStyle App" developed by Daimler offers further services and content to suit the digital lifestyle and will be available to download free of charge from the Apple iTunes store.

Source: Daimler

Highlights:

- Personalised internet radio by AUPEO!
- The advanced navigation software from Garmin.
- A socially interactive experience involving "sharing", "posting" and the integration of music and other content from social networks including text-to-speech.
- An intuitive 'Car Finder' which automatically stores the vehicle's location.
- Access to the voice-based intelligent companion Siri.

Mercedes-Benz to launch app store for COMAND Online

Safe and convenient access to the internet on the move is already available in a whole series of Mercedes-Benz models: the fully integrated multimedia system COMAND Online was introduced in 2011.

Mercedes-Benz is firmly convinced that the future lies with cloud computing. The software used in the COMAND Online applications is not stored in the vehicle, but runs off the Daimler Vehicle Backend.

The advantage of this is that applications can be continually updated in the cloud, and new applications released to Mercedes-Benz customers, without the need to visit a workshop.

In this sense on March 31st, 2012 a new Mercedes-Benz App to access News will be available to COMAND Online customers. Additionally, Mercedes-Benz Apps for COMAND Online will be offered soon in the new **Mercedes-Benz App Shop**. The first two Mercedes-Benz Apps to become available in the App Shop will be the Parking Finder and Morningstar Finance, that offers access to stock prices.

It is planned to introduce a dozen or so new applications each year. To this end, Daimler has set up App Development Groups in both Palo Alto, California/USA, and Bangalore, India.

Source: Daimler

EXCLUSIVE: Audi's Internet Radio app integration using WiFi

Audi in Europe has launched the 'Audi Music Stream' app for the iPhone (iOS 5.0 device). The app provides users access to Internet Radio stations and is compatible with Audi's high-end MMI Navigation Plus infotainment system.

Working: When the app is launched, the iOS device connects to the infotainment system via WiFi. Before being able to access internet radio stations from the head unit, users need to pick their favorite stations on the phone app and then, by pushing a button on the app, send the station list to the MMI system.

These stations will then be made available on the head unit and users can navigate and play them via the MMI media menu (without needing to access the mobile device). The solution also allows the user to access the phone's local media library wirelessly using the MMI system.

In-car system requirement: A data enabled SIM card connected to the mobile telephone preparation high or – alternatively – a second phone using SAP (SIM access profile).

EU: Ford SYNC AppLink smartphone integration to go global

Ford Motor Company has announced AppLink, a feature which delivers voice control of smartphone apps from the driver's seat, will be introduced globally as part of its voice-control and in-car connectivity system SYNC.

Ford Motor Company Executive Chairman Bill Ford revealed the forthcoming innovation at Mobile World Congress, in Barcelona, where he unveiled the new B-MAX for the first time. B-MAX will be the first vehicle to feature SYNC in Europe. Ford will announce when AppLink will be introduced as part of the SYNC system at a future date.

AppLink is currently available on 10 Ford vehicles in North America, and enables drivers to access the following apps:

* Stitcher
* TuneIn
* iHeart Radio
* Slacker Radio
* OpenBeak
* Pandora
* Scout by TeleNav
* SYNC Destinations powered by INRIX

The global introduction of SYNC AppLink, following a successful roll out in North America, will deliver voice-control of smart phone apps to even more Ford customers, enabling them to keep their hands on the wheel and eyes on the road while remaining connected when driving.

Ford aims to deliver voice-control compatibility with apps for a wide range of services, and is now actively seeking to partner with app developers on future opportunities as SYNC AppLink rolls out to customers globally.

Source: Ford

Harman powers app platform for Toyota Touch & Go infotainment

HARMAN has developed an exclusive addition to its successful Toyota Touch & Go and Toyota Touch & Go Plus multimedia systems. Through a dedicated application delivery platform Toyota drivers now can take advantage of additional content and further applications to run on HARMAN's navigation unit.

To access the new functions the user visits the Toyota Customer Portal where he is able to choose between full system application software downloads and smaller applications. After downloading the applications onto an USB stick the car system can be updated immediately.

Five applications will be official launched

"Fuel" **allows the driver to check prices at nearby stations.**

"Weather" **provides a weather forecast for a selected destination**

"Parking" **contains important information for the driver on free parking grounds and checks the availability upfront.**

"Glass of Water" **is a driving coach from Toyota that helps save fuel by driving more economically.**

"Park & Go" **provides last mile navigation directions to a specific destination, sets reminders to avoid expired parking and offers parking garage information so that the driver gets reminded where he has parked his vehicle.**

The Toyota Touch & Go system has recently made its debut on board of the Toyota models Yaris, Verso S, Avensis and Hilux and continues at Geneva with the Prius, Verso, Auris and Rav4. The base system incorporates AM/FM radio, a CD/MP3 player, Bluetooth mobile phone connectivity, a USB port for the connection of portable music players, a trip information screen and a rear view camera. The existing touchscreen-based system can also be upgraded to offer full map satellite navigation with enhanced functions such as advanced traffic coverage, customizable speed limits and safety camera warnings, as well as access to a range of downloadable connected information services. The system not only offers drivers a choice of the fastest or shortest route to their destination, but also an 'ecological' route to minimize the emissions and fuel consumption.

The Toyota Touch & Go Plus offers additional functionality such as 3D city views, advanced voice recognition, integrated email and calendar options, and a "play more like this" music function.

HARMAN also has included text-to-speech / SMS messaging support through Touch & Go Plus; messages can be safely read aloud to the driver, and replies can be sent using customizable templates.

Source: Harman

New Sony Xperia phones to ship with RealVNC tech for in-car access

RealVNC's remote access technology has been integrated in Sony Mobile Communication's Android based Xperia smartphones, enabling them to connect to vehicle infotainment systems so that drivers can access their smartphone applications safely from the dashboard display.

The technology can also be used in customer support services by helpdesk agents to provide better support to Xperia users.

VNC Automotive, the technology from RealVNC, can automatically detect, access and control virtually any mobile device or desktop computer from a vehicle's touch-screen or fixed input devices such as steering wheel switches and head unit buttons and menus.

The collaboration with Sony Mobile Communications means automotive manufacturers will be able to improve the in-car experience as drivers can access content on their Xperia smartphone such as navigation applications, traffic updates, music libraries and internet radio stations.

Built-in mechanisms interlock speed and access to mobile applications to meet regulatory requirements, reducing driver distraction and enhancing safety.

VNC Automotive provides a seamless experience enabling smartphone connections via Wi-Fi, Bluetooth and USB, the technology also supports other connectivity protocols such as MirrorLink and iPod Out.

The same technology will also enable mobile operator's helpdesk agents using RealVNC's technology to provide a new level of support to Xperia smartphones from Sony Mobile Communications.

Helpdesk agents will be able to remotely access and control a mobile device in their network as if it were in their hand, yet the device can be in any global location.

Applications that contain RealVNC's solution allow helpdesk agents to better assist with configuration, training, problem diagnosis and installation advice. Therefore, previously inaccessible mobile settings and application features can now be seamlessly managed and controlled remotely from a single location.

The remote access functionality will be available in all new 2012 Xperia smartphones.

Source: RealVNC

Samsung partners with Toyota to create in-car smartphone integration

Samsung Electronics has announced a new partnership with Toyota Motor Corporation, to create Samsung Car Mode Application that seamlessly connects Samsung smartphones to Toyota's In-Vehicle Infotainment (IVI) system.

The collaboration will see the integration of a wide array of Samsung's smartphone and mobile communication technologies with Toyota's IVI to add enhanced connectivity, multimedia capabilities and internet services via MirrorLink.

The Samsung Car Mode Application will leverage safety in-car UX, a voice command technology embedded within smartphones, to provide advanced functionality, navigation and location-based services. Samsung, in partnership with Toyota, is creating innovative solutions to satisfy the needs of shared customers, driving the development of new integrated functions and experiences.

Plans have been drawn up to commence commercialization in the second quarter of this year with the solution being unveiled at the Mobile World Congress 2012 in Barcelona.

Dr. WP Hong, Executive Vice President at Samsung Mobile said: "Samsung looks forward to the shared success of this collaboration. Together, Samsung and Toyota are opening the door to the Smarter Car Era."

Source: Samsung

Ford's OpenXC project ~ Combining vehicle data with apps & the cloud

At the NASSCOM India Leadership Summit, Ford is demonstrating the OpenXC research platform and the potential of open-source application development for the automobile.

"India is such a unique and diverse marketplace that – as an automaker – it's almost impossible for us to keep pace with consumer trends. The OpenXC platform will allow us to harness the power of the consumer and encourage the development of innovative solutions to meet their needs, at their pace."

At NASSCOM, Prasad is demonstrating an app created by HCL that would allow a driver to provide selected personal contacts with an automatic location update during that driver's travels.

OpenXC

- Open-source hardware and software platform developed by Ford
- Unleash the power of local developer
- Based on Arduino platform
- Provides real-time access to parameters like GPS receiver etc.

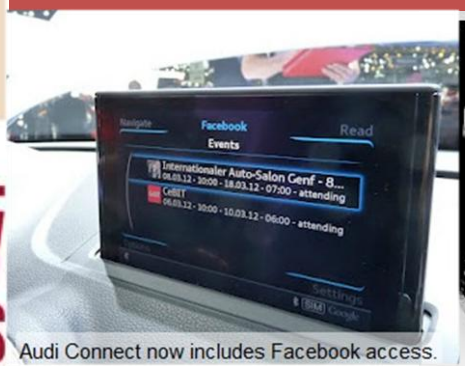
By monitoring location and speed information from the vehicle, the app can determine if the driver is running late for a meeting and then send an email or text message notification to other attendees without any input from the driver. The app can also notify the driver's family following a safe arrival after a road trip.

The hope is that developers working with OpenXC will be able to create apps across a wide spectrum of categories, from those dealing with personal information and entertainment to those who are contributing to a better world.

Source: Ford

FEATURE: GENEVA MOTOR SHOW HIGHLIGHTS

SBD Connected Car Researcher, Kevin Lane, shares some thoughts and photographic highlights from the press days at the Geneva Motor Show 2012.



Audi Connect now includes Facebook access.

Chevrolet MyLink is set to début in Europe.

Delphi's F1for3 concept car featured an intuitive touch interface with proximity sensing.

Tesla's impressive 17-inch touch screen replaces all centre-console controls and features unrestricted web browsing.

SBD clients ~ Please click here for more information and video highlights from Geneva

Key highlights include the arrival of American infotainment and telematics solutions in Europe, the French rise to the top of the telematics mass-market, and the recent focus on HMI as a defining feature.

American manufacturers, GM and Ford have already seen success in the US with their telematics and infotainment solutions. Both now hope to achieve similar success in Europe, with GM's Cadillac CUE system competing with top German manufacturers for the premium telematics market.

French manufacturers, Renault and PSA Peugeot Citroën have confirmed the huge penetration levels of their telematics and navigation systems when compared to other OEMs, and hope to capitalise on this with next-gen infotainment systems, which both include third-party apps.

Manufacturers have been focusing more on HMI as a brand defining feature. Audi's MMI has improved with touch input on the rotary controller, Cadillac focussed on proximity-sensing and capacitive touch for both the screen and console buttons with haptic feedback, and Delphi showed us an interesting touch interface concept with contextual button controls.

The trend for integrating smart phones and third-party apps in the car continues to grow to new heights, and it is clear that years of concepts and announcements are finally coming to fruition. SBD saw many production-ready systems, which included cloud-based platforms, third-party apps and impressive smartphone integration solutions, such as Renault R-Link and Toyota Touch Life.

Check out SBD's event report for more detailed insights and video demonstrations of the latest systems. For more information email us at info@sbd.co.uk

US: NHTSA delays rearview camera regulation

Safety regulators will not complete the details of a rule mandating rearview cameras on all passenger vehicles until the end of the year, Transportation Secretary Ray LaHood told Congressional leaders on Tuesday *(28th)*. A 2008 law originally called on regulators to set new rear visibility standards for vehicles by Feb. 28, 2011, but Mr. LaHood already had extended the deadline several times. In January, he told Congress that he expected the department to issue the requirement by Feb. 29.

The requirement is intended to protect children and other pedestrians from being hit by vehicles when the drivers are backing up and fail to see them. About 228 deaths occur annually in such cases. It estimates that using a camera to eliminate the rear blind spot could cut that number roughly in half.

The agency's original proposal called for the requirement to be phased in, with all vehicles having the feature by September 2014. A rearview camera already comes standard on 45 percent of cars and trucks in the current model year.

Among the details that regulators want to resolve are how quickly a camera image must appear on the screen when the driver shifts the vehicle into reverse gear and the size of the area that must be shown.

TRW shows multi-graphic projection display ~ for car door locks & more

TRW through its Body Control Systems business, is transforming traditional technologies such as keypad entry systems to offer control of a variety of options at the touch of a fingertip.

TRW's patented multi-graphic rear projection display is a low cost solution that allows different symbols to appear on a surface in the same physical space at different times. The display does not require an expensive graphics processor. It can easily be configured for non-rectangular and/or curved surface applications.

A primary example is keypad entry systems that allow a vehicle owner access to a vehicle through a security code even if they do not have their car keys. This previously one-dimensional keypad only featured numbers for punching in the code – but with multi-graphic display options the keypad can instantly offer the choice to control other functions such as trunk access, interior lights, power windows and more.

The symbols for these various functions automatically appear when a user touches the control panel surface and disappear after a few moments of inactivity.

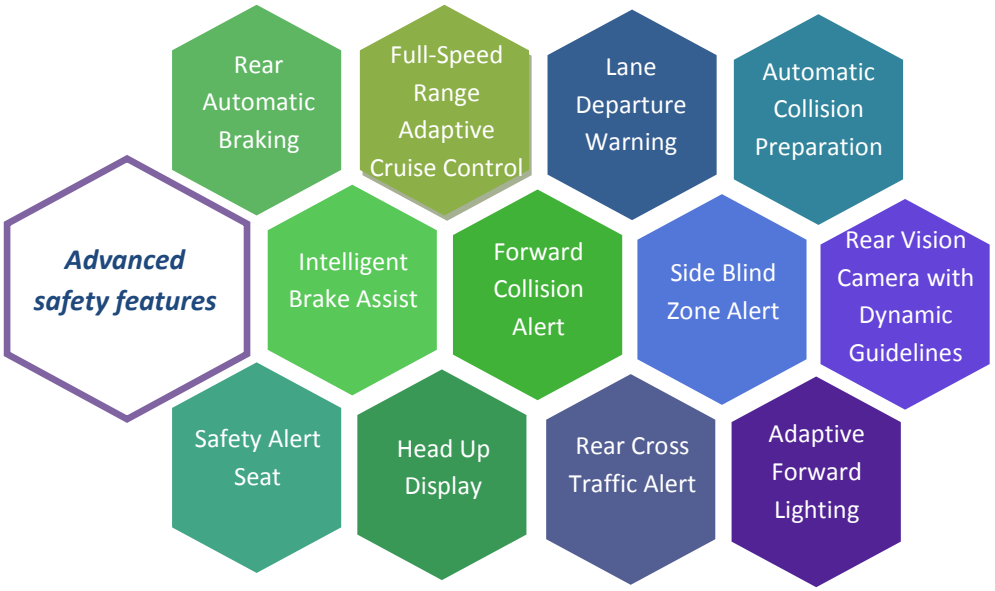
The panel surface is extremely sleek and is only a few millimeters thick, allowing for easy packaging. Its temperature independent response makes it well suited for automotive applications and the mutual capacitance touch sensing is capable of accurately detecting touch in high-humidity environments such as rain or snow.

Note: TRW anticipates that the new multi-graphic display technology will be ready for production in 2012.

Source: TRW

GM positions sensor fusion as the future of advanced driver assistance

Coming this fall to XTS, the available Driver Assistance Package is the first General Motors system of its kind to use sensor fusion, which enables integration of a broad range of sensing and positioning technologies that can alert drivers of road hazards and help them avoid crashes.

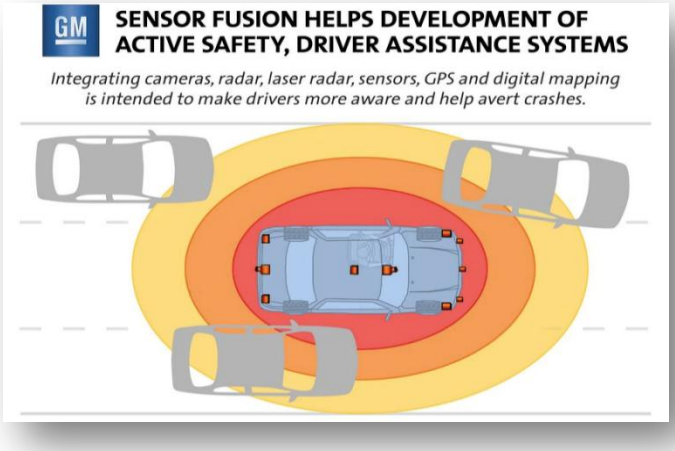


Sensor fusion also is a building block in the development of semi-autonomous and fully autonomous vehicles, which are designed to maintain lane position and adapt to traffic environments.

It is envisioned that more sophisticated self-driving technology, that could enable semi and fully autonomous driving, will be available by the end of the decade.

Sensor fusion development also is bolstered by GM's work on the EN-V, three semi-autonomous electric concept vehicles unveiled at the 2010 Shanghai World Expo. By combining GPS with vehicle-to-vehicle communications, distance-sensing and object detection technologies, EN-V can be driven both manually and autonomously, the latter allowing it to automatically select the fastest route based on real-time traffic information.

Among the technologies that **GM is looking to develop for future active safety systems is LIDAR**, a light detecting and ranging technology that can measure the distance to a vehicle or object by illuminating it, often using pulses from a laser.



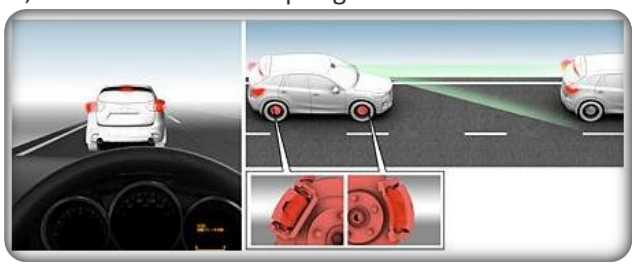
Although LIDAR is no replacement for driver vision, it can become another set of eyes when visibility has deteriorated due to inclement weather or darkness. When combined with radar, cameras and ultrasonic sensors, LIDAR has potential crash avoidance capability.

A more advanced positioning system, using more accurate GPS and digital mapping, also is expected to play an important role on future active safety systems because it helps locate vehicles in relation to one another. While GPS effectiveness can be limited in urban canyon environments where high-rise buildings can interfere with satellite signals, the technology is still considered an asset when "fused" with other sensing and positioning technologies.

Source: General Motors

Mazda to add low speed anti-collision braking system to CX-5

Mazda Motor Corporation has developed an advanced safety technology called **Smart City Brake Support (SCBS)**, which helps a driver to avoid a frontal collision when driving at low speeds in the city or in slow traffic. The system will be available in Mazda's all-new crossover SUV, the Mazda CX-5, to be launched this spring.



The SCBS system uses a laser sensor to detect a vehicle or obstacle in front and automatically reduces the extent of the brake rotor travel to quicken braking operation. If the driver fails to perform any operation to avoid a collision, such as applying the brake, SCBC automatically activates the brakes and reduces the engine output at the same time.

In this way, SCBC helps to avoid collisions or mitigate the damage from rear-end collisions at low speeds, which are the most common accidents with other vehicles. The SCBS system also includes Acceleration Control for Automatic Transmission, which helps avoid unintentional acceleration that could be caused by depressing the accelerator instead of the brake pedal.

Mazda is intensifying its safety-related R&D efforts, aiming for the ultimate goal of realizing an accident-free and safe motorized society. Mazda intends to extend its advanced safety technologies, such as SCBS, to upcoming new models, starting with the Mazda CX-5, to provide all customers with driving pleasure together with outstanding environmental and safety performance.

Details of functionality:

- When driving from approximately 4 - 30km/h, a laser sensor mounted at the top of the front windshield glass detects a vehicle or obstacle in front of the car and reduces brake rotor travel to quicken braking when the system calculates that there is a risk of a collision occurring.
- Next, if the driver fails to perform any avoidance maneuver such as applying the brake, an automatic braking operation is activated. When the speed difference between the driver's car and the vehicle in front is less than 30km/h, the system is designed to avoid, or mitigate the damage from a collision.

Source: Mazda

EU: Opel adds radar-based ACC and collision warning system to Insignia

Opel has continued to enhance and refine its highly successful flagship, the Insignia. In addition to equipping the Insignia with a new, fuel-efficient 2.0L BiTurbo diesel, Opel will be offering a new radar system located behind the front grill for enhanced active safety.

Insignia customers can now opt for the radar-based Adaptive Cruise Control (ACC). The new system maintains the selected speed during cruising, yet automatically adjusts the vehicle speed according to traffic conditions to secure a pre-set safety distance with vehicles ahead.

Further functionalities are available in conjunction with the radar system:

• The Following Distance Indication (FDI) informs the driver visually about the distance to the car ahead.
• The Forward Collision Alert (FCA) provides a visual and an audible signal to warn the driver of an imminent collision with the car ahead.
• And the Collision Imminent Braking (CIB) automatically decelerates the vehicle if the risk of a collision is detected.

Source: General Motors

UPCOMING EVENTS

EVENT	ABOUT	VENUE	DATE
Forum europe	2012 European Cloud Computing Conference More info: Click here	Brussels, Belgium	21 March 2012
V2X for Auto Safety & Mobility USA 2012	Conference on vehicle-to-vehicle and vehicle-to-infrastructure comms More info: Click here	Michigan, USA	20, 21 March 2012
27.28.29.30 MAR 2012 Intertraffic AMSTERDAM	InterTraffic Amsterdam More info: Click here	Amsterdam, Netherlands	27– 30 March 2012
Organized by Telematics UPDATE	Content & Apps for Automotive Europe More info: Click here	Munich, Germany	18 – 19 April 2012

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