Telematics News

MONTHLY BULLETIN

JULY 2011

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New GSMA forum to connect Vehicle Manufacturers and Network Operators

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CONNECTED CAR FORUM

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Mercedes AMG models to get Android infotainment with apps *[p11]*

Ford SYNC AppLink has over 2,500 interested app developers *[p12]*

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EXCLUSIVE: New GSMA Forum to connect VMs and MNOs

A new Connected Car Forum, initiated by the GSMA with support from SBD, held its kick-off meeting in London at the end of June. The meeting was attended by a spread of over 12 Vehicle Manufacturers (VMs) and Mobile Network Operators (MNOs) including Audi, BMW, Toyota, Orange and Telenor.

The GSMA is looking for the Forum to accelerate deployment of connected services in cars and to identify and overcome any obstacles that could delay or prevent this ambition. Technology issues examined at the meeting covered the migration path for 2G, 3G and LTE network technologies; tethering; special automotive telematics tariffs; and the concept of reprogrammable SIMs allowing vehicle manufacturers to change network operator during the lifetime of the car.

Topics at the initial meeting also included discussions of the market trends for embedded communication modules, tethering and smartphone integration.

Within the planned high level framework, potential cooperative activities to be investigated further will cover the development of app platforms, user payments, service delivery platforms and the evolution of communication technology.

“In addition to sharing information on crucial issues such as 2G switch-off, the meeting allowed VMs and MNOs the opportunity to develop future collaborative activities,” says David McClure, ITS & Telematics Director at SBD. “Future plans for the Forum include geographic expansion to provide a global focus from the telecommunications industry,” he notes.

Further meetings of the Forum are planned on a quarterly basis. Interested participants from VMs and MNOs can find out more by contacting Alessio Ballatore, General Manager of New Business at SBD, on aballatore@sbd.co.uk

US: Hyundai releases BlueLink telematics pricing details

Hyundai's recently launched Blue Link telematics service in the US offers one of the most comprehensive set of services in the country. The service is offered in three packages: Assurance (eCall, bCall and vehicle health report); Essentials (A range of convenience services and stolen vehicle tracking); Guidance (Navigation and connected navigation services). Pricing details are as follows:

FREE PERIOD → SUBSCRIPTION

BLUE LINK PACKAGE	TRIAL PERIOD	TRIAL PERIOD WITH AUTOMATIC RENEWAL
ASSURANCE	6 months	12 months
ESSENTIALS	3 months	6 months
GUIDANCE	3 months	6 months

BLUE LINK PACKAGE	1 YEAR CONTRACT	2 YEAR CONTRACT	3 YEAR CONTRACT
ASSURANCE	$79	$139	$198
ESSENTIALS	$179	$315	$448
GUIDANCE	$279	$491	$699

Verizon Wireless demos 4G LTE telematics including apps with Airbiquity

Verizon Wireless showcased 4G LTE Telematics technology in conjunction with several companies at the Telematics Update 2011 Conference in Detroit.

With vehicles becoming more connected than ever before, Verizon Wireless' 4G LTE network enables advances in key components of Telematics, such as GPS systems, maintenance indicators, wireless web access, hands-free connectivity and roadside assistance, along with other technologies and applications.

One of the highlights of the demo was an automotive apps platform with an app store, demonstrated together with Airbiquity. The demo app platform included weather, streaming audio, local POI search, as well as integration with V CAST Apps.

Source: Verizon Wireless

Telenor Connexion wins Octo Telematics global contract

Telenor Connexion has been contracted to provide connectivity for Italy-based Octo Telematics insurance services in Europe and the US.

Octo Telematics specialises in the provision of telematics services and systems for the insurance and automotive market. Through its technological platform, which includes an in-vehicle monitoring device and its multiservice center, the company offers a unique range of services including usage-based insurance, driving behavior and mileage reporting, safety and security services, crash management, road assistance and real-time traffic monitoring.

The agreement enables Octo Telematics to use one standardised connectivity solution for multiple markets including an online service portal and APN/VPN.

Source: Telenor Connexion

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Dan Martensson, Head of Telematics, Telenor Sweden AB

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Garmin acquires Navigon; Wins Daimler contract

Garmin and Navigon have signed an agreement for a subsidiary of Garmin to acquire privately-held navigation provider Navigon. "This acquisition is a great complement to Garmin's existing automotive and mobile business. Navigon has invested significantly in the European automotive OEM business, and we feel that we can rapidly expand our automotive OEM footprint and capabilities through this transaction," said Cliff Pemble, Garmin's president and COO.

Navigon will operate as a subsidiary of Garmin Ltd. The acquisition is subject to regulatory approvals and other customary closing conditions. Financial terms of the transaction will not be released.

Also this month, Reuters reported that Garmin has signed a deal with Daimler to provide navigation software to the auto maker.

"Garmin's pipeline is healthy," said Roger Jollis, Garmin's chief of automotive business development, on the sidelines of an industry conference in Berlin. Unlike its key rivals, Garmin owns and operates its five manufacturing plants, something Jollis said the firm considers as a key advantage.

Garmin and other navigation device vendors increasingly see the car industry as a key growth driver as they struggle to avoid competition from Google and Nokia which offer free navigation on mobile devices.

Garmin teamed up with Chrysler earlier this year to provide the in-dash Uconnect Touch system as an option for Jeep, Dodge and Chrysler 2011 models. They also opened an office in the Detroit area last quarter to support both current and future automotive OEM customers.

TomTom Places launched; 1 million Renault Carminat TomTom devices sold

TomTom has announced the launch of the company's own local search service TomTom Places, which will be made available on its portable navigation devices (PNDs), iPhone, and smartphones running on Android.

TomTom Places combines business listing and enhanced POI database with TomTom's map database. Initial plans cover Germany, the Netherlands, Belgium, Denmark and Portugal, followed by a progressive roll out to other countries covered by our LIVE Services.

TomTom also announced that Renault recently topped the one-million mark in vehicles equipped with a Carminat TomTom navigation system. Renault is announcing an unprecedented fit rate of 38% on Clio, 77% on Scénic and 25% on Trafic.

Renault's launching of the first Carminat TomTom in May 2009 represented the first step in the democratisation of high quality in-dash navigation by making it accessible to the mid and entry-level car models. Since then the Carminat TomTom has enjoyed unparalleled take up rates of 48%, triple the industry average.

In January 2011, Carminat TomTom was replaced by Carminat TomTom LIVE and by March 150,000 connected Carminat TomTom LIVE have been produced. June marks a total of 1,000,000 cars equipped with Carminat TomTom or Carminat TomTom LIVE, across 20 different models.

Fujitsu Ten system with NNG navigation software coming to cars in 2012

Fujitsu Ten and NNG have jointly announced their cooperation on an audio, video and navigation unit that will arrive built into dashboards of selected vehicle brands on the European, North American and Australian markets in the first half of 2012. Based on Fujitsu Ten's requirements, the iGO Navigation solution has been fully customized including a new workflow and destination search as well as a Human Machine Interface (HMI) that was defined especially for this unit. The navigation solution has been seamlessly integrated on the audio video unit and complies with the automotive demand of easy use with minimum driver distraction.

This is supported by the acceptance of voice commands and voice destination entry. The interface is also able to split screens between different functions in order to maximize the information available to the end user. Regular map and content updates are guaranteed to the user, which ensures that the lifecycle of the navigation unit is as long as that of the vehicle it is built into.

Source: NNG

Apple working on own navigation solution?

Google recently renewed its Map and Search agreements with Apple, and the company said it hopes the partnership will continue for a long time. But according to MacRumors, over the past year, Apple has made a number of interesting map-based acquisitions and recently discovered text in a new legal section in iOS 5 titled "Map Data" suggests that Apple's own mapping solution may be very close to becoming a reality.

Under the new section, Apple lists out a number of third parties from which it is licensing mapping technology.

The companies include: TomTom, CoreLogic, Getchee, Increment P Corp, Localeze, MapData Sciences, DMTI, Urban Mapping, Waze.

Apple showed a preview of iOS 5 recently at its annual Worldwide Developers Conference (WWDC). It includes more than 500 new features including a notification center, over-the-air updates, a new messaging solution, and AirPlay mirroring, among other goodies. iOS 5 will be released to customers this fall.

Courtesy: MacRumors; Via: PC Mag; Image courtesy: Inquisitr

NAVTEQ launches 'Natural Guidance' in India; Says vital for the market

For the first time, navigation applications in India will be able to move beyond the norm of using only time and distance based directional cues—e.g. 'turn right in 50 meters' —by guiding the way Indians instruct each other through vivid descriptions of static orientation points, such as distinctive points of interest, landmarks and other contextual elements such as traffic lights—e.g. 'turn left after the red glass building' or 'turn left at the traffic signal.'

NAVTEQ did extensive local research that validates the importance of this type of product for the Indian market.

The study showed:

• Indian travellers typically do not consult maps prior to or during their journey. Approximately 70% of drivers in India stop by the side of the street to ask for directions because they need to reconfirm or they are confused.

• They stop and ask for direction at least 2 times per trip for an average of nearly 3 minutes or 6% of their total travel time.

• Indian travellers place value on guidance information in the form of local points of interests such as banks, hospitals, movie theatres, places of worship and traffic signals for guidance cues.

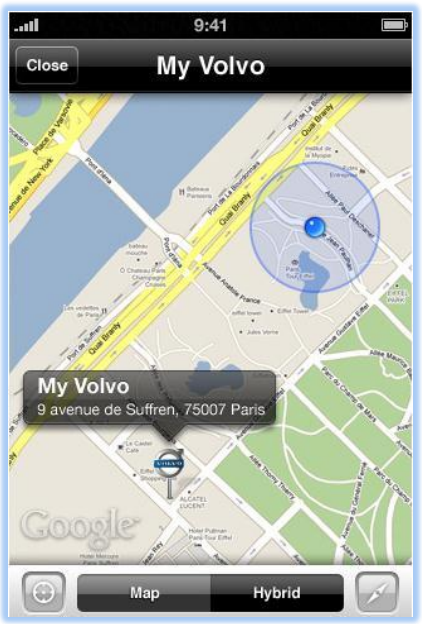
• In the study, approximately 30% of respondents stated 'landmarks' as a piece of information they would request when asking for directions.

NAVTEQ Natural Guidance is currently available for Mumbai and Delhi with continuous expansion planned to more cities throughout India.

NAVTEQ made another announcement in the Asian market in June, a five year agreement to provide Audi vehicles in Korea with a host of map products and location content with TPEG traffic services. The agreement covers onboard navigation across all Audi vehicles, starting with the new Audi A8 model which was launched in Korea in April followed by the new Audi A6 and Q7 which will be launched later this year.

Source:NAVTEQ

EU: Volvo launches On Call smartphone app with new features



Volvo has released a mobile app that provides users remote access to several features of the car, including those that were so far possible via the On Call call centre. (Presently, Volvo On Call is available in 12 European countries plus Russia) Features include:

• **Car locator:** The location of the car is shown on a map. There is also a digital compass that points the driver in the right direction. If necessary, the car horn and indicators can be activated to facilitate the search.

• **Remote door lock:** The status of all doors and windows is displayed - and the driver can lock and unlock the car with a push on the touch screen.

• **Remote heater start:** If the car is equipped with a parking heater, it can be started or timer programmed via the mobile app.

• **Vehicle dashboard:** This feature gives the driver access to a wide range of information: fuel level, remaining range to empty tank, average fuel consumption, average speed, odometer reading and trip meter reading.

• **Car check:** The mobile app performs a "health" check of the car, displaying information about bulbs, break fluid level, coolant level, engine oil level and engine oil pressure.

• **Driving journal:** Detailed data of each trip during the last 40 days can be downloaded and stored. There is also a possibility to extract the data as an Excel file - a perfect feature for company car owners.

• **Vehicle information:** Basic car data such as model, registration number and VIN number are stored and can be displayed.

• **Theft notification:** If the car alarm is triggered, the driver is alerted via the mobile app.

This app works on 2012 Volvo models and can be downloaded for free via an iPhone or Android smart phone. Volvo Cars has also announced that it will be introducing several new connectivity features in the near future.

Source: Volvo

Mercedes AMG models to get Android infotainment with apps

Mercedes has unveiled the SLS AMG Roadster with a new 'AMG Performance Media' package.

This is an innovative multimedia system inspired by motorsport and offers a combination of numerous telemetric displays such as lateral and linear acceleration, various engine data and lap times on a racetrack. It also displays various vehicle data such as engine oil, coolant, transmission fluid temperature, engine output, torque, accelerator position and more.

The system also provides high-speed mobile internet access: when the car is stationary, the driver and passenger are able to surf the web, download and install apps, and send or receive emails.

AMG Performance Media uses the widespread, high-performance Android operating system. This exclusive new development will also be installed in other AMG high-performance cars in the future.

The different functions of AMG Performance Media are shown by the colour display integrated into the dashboard. Three displays are shown at any one time, with the most important information positioned in the centre. Digitally simulated dial instruments with red needles ensure outstanding legibility. AMG Performance Media is activated by pressing the AMG key in the AMG DRIVE UNIT, and operated using the COMAND Controller. The Mercedes-Benz SLS AMG Roadster market launch commences in autumn 2011. The selling price is € 195,160 (incl. 19% VAT).

Source: Daimler

Mercedes to add Facebook app to COMAND Online; More apps planned

Mercedes has officially unveiled the 2012 M-Class, which is loaded with infotainment features, all operated using the rotary controller located on the centre console. The **COMAND Online** system, with a 17.8 cm high-resolution TFT colour display, offers internet access in the M-Class for the first time. Customers can either surf freely while the vehicle is stationary, or call up a Mercedes-Benz app, the pages of which build particularly quickly and are easy to use even while the vehicle is on the move.

The integrated apps include Google Local Search, access to Facebook (from 11/2011) and weather, as well as the ability to download and adopt into the navigation system a route that has been previously configured in Google Maps and sent to the car, or specific destinations.

Further Mercedes-Benz apps will be successively introduced and will then be available for use by all customers.

Source: Daimler

US: Ford expands AppLink to 10 vehicles; 2,500+ app developers already registered

Ford is making the factory-installed SYNC AppLink software available on 10 vehicles for 2012, expanding the reach of the software application that gives SYNC users hands-free voice control capability of smartphone apps.

The 2012 Ford Fusion, Fusion Hybrid, Fiesta, F-150, F-150 SVT Raptor, Super Duty, Expedition, E-Series and Shelby GT500 join the previously announced 2012 Ford Mustang as AppLink-equipped vehicles.

Plus, more mobile innovations are on the way, with additional Ford jobs planned for the company's Connected Services Solutions Organization.

Ford has a direct connection to the app developer community through its dedicated SYNC developer website where the 2,500-plus submissions from app developers looking for the Ford Software Development Kit (SDK) were made. With the SDK, developers can modify an existing app or create an all-new app that can successfully interface with Ford SYNC through AppLink.

Source: Ford

US: Panasonic and AT&T partner on connected infotainment concepts

AT&T and Panasonic have formed a working agreement to explore and test connectivity solutions for consumers and commuters.

The new project provides a framework for the two companies to create customized products for global automotive manufacturers in North America.

Initial concept testing for interfaces between in-car infotainment systems and emerging mobile devices will begin in late 2011, in the Peachtree City testing community.

AT&T will provide network services and Panasonic will supply the hardware and integration services. Financial terms of the agreement are not being disclosed.

By creating in Peachtree City, a connected model city, fully open to automotive manufacturers, technology providers and others in the ecosystem, the project will provide the framework to help drive innovation for the connected, in-vehicle lifestyle.

Source: Panasonic Automotive Systems America

Volvo working on safety feature to avoid collision with wild animals

Volvo Car Corporation is taking the next step in active safety by developing a system that alerts and automatically brakes for animals on the road. The new system will be launched on the market in a few years' time.

The project to develop a safety system that reduces the risk of collisions with wild animals is part of Volvo Car Corporation's vision for 2020 - that nobody should suffer serious injury in a new Volvo. The new system is based on technologies from the Pedestrian Detection with Full Auto Brake, introduced in 2010.

"The system consists of two parts - a radar sensor and an infra-red camera that can register the traffic situation," relates Andreas Eidehall, technical expert in the field of active safety systems at Volvo Car Corporation.

It is essential for the system to also function in the dark since most collisions with wild animals take place at dawn and dusk and during the dark winter months. The camera monitors the road ahead and if an animal is within range the system alerts the driver with an audible signal.

If the driver does not react, the brakes are automatically applied. One challenge facing the engineers is to teach the system to recognise different animals.

A development team from Volvo Car Corporation spent an evening at a safari park digitally logging film sequences of animals and their various behavioural patterns. On this particular evening the focus was on moose, red deer and fallow deer.

By driving very slowly along a trail where fodder had been laid out to attract the animals, a lot of data was recorded and this will later be used to evaluate and develop the sensor system. In the first stage, the system will respond to large animals that risk injuring the driver or passengers in an impact, such as moose, deer and reindeer.

Many car drivers are highly concerned about the risk of collisions with wild animals. In Sweden alone, more than 40,000 accidents involving wild animals are reported every year. The greatest danger is from collisions with moose.

The project has been under way for just over a year and a lot of work still remains to be done. Various technologies are currently being evaluated, software is being developed and while the system "learns" to recognise various animals, development is also under way on the necessary decision-making mechanisms, that is to say how and when the protective system is to respond.

Source: Volvo

Luxoft and EB develop wallet-sized car media server with 3G/WiFi

Luxoft has announced a jointly developed reference platform with EB for an in-car media server. The wallet-sized device, designed by EB, allows the car users to download, share and enjoy digital content on the go.

Boasting impressive functionality, including 2G/3G connectivity and GPS, the device also operates as a DLNA server, Wi-Fi hotspot, and both Ethernet and USB host.

Additionally, it can be used as a mobile TV receiver. Luxoft's client software ensures seamless interactivity with the vehicle's head unit, rear seat entertainment systems and Android-, Apple- or Linux-based devices, such as iPads, tablet PCs and more.

Powered by a car's 12V socket, the new media server presents a single solution for all in-vehicle media requirements.

Passengers can listen to music, watch videos, while DLNA server makes it easy to play and share digital music, videos and photographs using built-in entertainment system or external devices.

All digital content syncs seamlessly with external media storage via USB or Wi-Fi. As an Internet hotspot, the device allows the car drivers and passengers the ability to surf the Web, access email and use cloud-based content and services. It also doubles as a mobile TV receiver, supporting DVB-T, DVB-H or other mobile TV standards through the use of an external antenna.

Source: Luxoft

NXP develops NFC car key with smartphone connectivity

NXP has announced the availability of its production-ready single-chip solution for multifunction car keys - the NCF2970 (KEyLink Lite). Enhancing the functionality of car keys by supporting Near Field Communications (NFC) technology, NXP's KEyLink Lite enables car manufacturers to offer a new driving experience with keys that connect to external NFC-compliant devices, such as mobile phones, tablets and laptops.

Drivers will be able to simply wave their car key over an NFC-compliant mobile device to access essential and useful car data. Based on NFC standards, and utilizing the 13.56MHz frequency and cryptography such as Hitag-3 or AES-128, KEyLink Lite provides secure storage and enables communication of sensitive data.

The NFC solution can be deployed together with apps on a smartphone such as:

Car Finder – The car key records the GPS coordinates of the car's last parking position, which can later be read by an NFC-compliant mobile phone, which then uses a service such as Google Maps to download a vicinity map and help locate the car.

Route Planner – Users can enter destination on a PC at home and transfer the data into the car key via NFC. Once inside the car, the destination will be automatically uploaded to the in-car navigation system.

Source: NXP

Volkswagen shows automated driving concept 'Temporary Auto Pilot'

At the final presentation of the EU research project HAVEit (Highly Automated Vehicles for Intelligent Transport), Volkswagen presented the "Temporary Auto Pilot" concept: Monitored by the driver, the car can drive semi-automatically up to a speed of 130 kilometres per hour on motorways. It represents a link between today's assistance systems and the vision of fully automatic driving.

"Above all, what we have achieved today is an important milestone on the path towards accident-free car driving," said Prof. Dr. Jürgen Leohold, Executive Director Volkswagen Group Research.

The Temporary Auto Pilot (TAP) bundles semi-automatic functions, i.e. functions monitored by the driver, with other driver assistance systems, such as ACC adaptive cruise control and the Lane Assist lane-keeping system into one comprehensive function. "Nonetheless, the driver always retains driving responsibility and is always in control," continued Leohold. "The driver can override or deactivate the system at any time and must continually monitor it."

TAP always offers the driver an optimal degree of automation as a function of the driving situation, acquisition of the surroundings and driver and system states. It is intended to prevent accidents due to driving errors by an inattentive, distracted driver. In the semi-automatic driving mode – referred to as Pilot Mode, for short – TAP maintains a safe distance to the vehicle ahead, drives at a speed selected by the driver, reduces this speed as necessary before a bend, and maintains the vehicle's central position with respect to lane markers. The system also observes overtaking rules and speed limits. Stop and start driving manoeuvres in traffic jams are also automated. With TAP, it is possible to drive at speeds of up to 130 kilometres per hour on motorways or similar roads.

Source: Volkswagen

Top videos this month

www.youtube.com/telematicsnews

WirelessCar shows remote control platform with smartphone ap

Garmin demos automotive connected infotainment platform

TuneIn Internet Radio app running on BMW infotainment system

Pioneer's iPhone centric Appradio infotainment system

UPCOMING EVENTS

EVENT	ABOUT	VENUE	DATE
TELEMATICS@CHINA	Telematics Applications for car dealers More info: www.telematics-tour.com	CHANGCHUN, CHINA	July 13, 2011
informa telecoms & media	M2M Mobile Devices Asia More info: www.m2m-embeddedmobile.com/	HONG KONG	September 26-30, 2011
2nd International Conference AUTOMOTIVE COCKPIT HMI	Automotive Cockpit HMI More info: http://is.gd/Zc3z9W	DARMSTADT, GERMANY	September 28-30, 2011
thewherebusiness.com Inside information on the business of location	LocNav USA, The Location Business Summit More info: www.thewherebusiness.com/location-and-navigation-usa/index.shtml	SAN JOSE, USA	October 18-19, 2011

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