



The Case For Integrated Telematics

Automotive Interiors Expo 2010

Jürgen Daunis

June 2010

HUGHES
TELEMATICS, INC.

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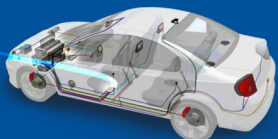




Can Telematics Fuel Industry Recovery?

“THE BIGGEST CHALLENGE FACING THE EUROPEAN TELEMATICS MARKET TODAY IS THE CONSUMERS' UNWILLINGNESS TO PAY FOR THESE SERVICES, DESPITE BEING AWARE OF THEIR BENEFITS..”

– FROST & SULLIVAN REPORT, Q2 2009



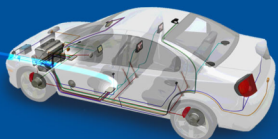


Can Telematics Fuel Industry Recovery?

“THANKS TO THE RECESSION, IN
COMING YEARS, CONSUMER TELEMATICS
WILL CONQUER THE CAR.”

“THERE IS NO DOUBT TELEMATICS WILL
BE A STANDARD FEATURE IN CARS BY
2015.”

– ABI RESEARCH,
CONSUMER TELEMATICS REPORT, Q2 2009





Telematics Market Driver

OEM Cost Reduction

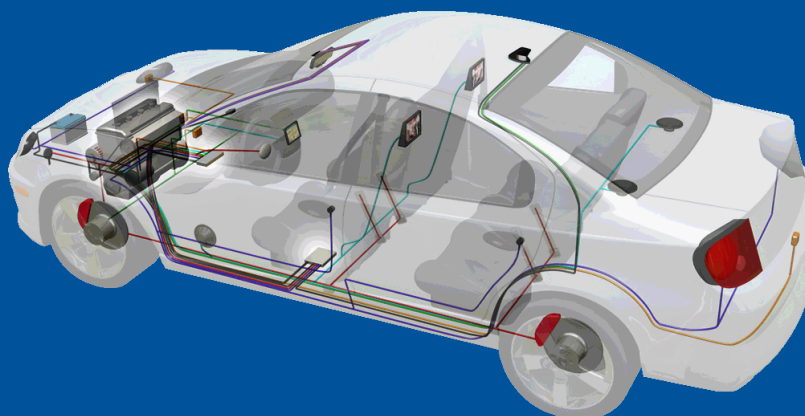
- Device Integration
- Repairs

Feature Integration

- Connected Services
- Overnight Innovation

Consumer Interest

- Technology
- Connectivity

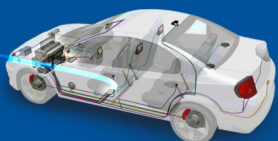


Consumer Savings

- Pay as You Drive Insurance
- Continues to Grow

Government Regulation

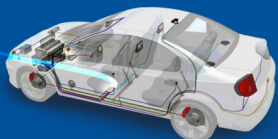
- eCall
- Congestion Charging
- Emissions Reduction
- Car-to-Car Communications
- Driver Information





Let's Consider the Buyer

- Who is the next generation buyer?
- What do they want?
- How will TSPs deliver it?
- When must OEMs deliver?

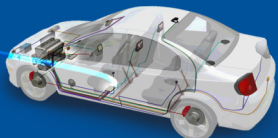




What Do Tomorrow's Buyers Look Like?

➤ The Next Gen ¹

- Under 35 years of age
- Mostly female
- Moderate education
- Avid internet users
- 2nd highest ownership of electronic devices
- Try to stay current with new technology
- 50% are very interested in purchasing telematics in next vehicle

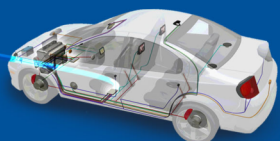




What Do Tomorrow's Buyers Look Like?

➤ The Mega Techies ¹

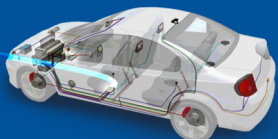
- Under 35 years of age
- Mostly male
- College Grads
- Actively adopt new technology
- Want instant access
- Highest ownership of electronic devices
- 70% are very interested in purchasing telematics in next vehicle





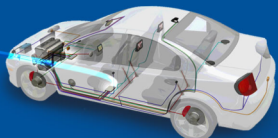
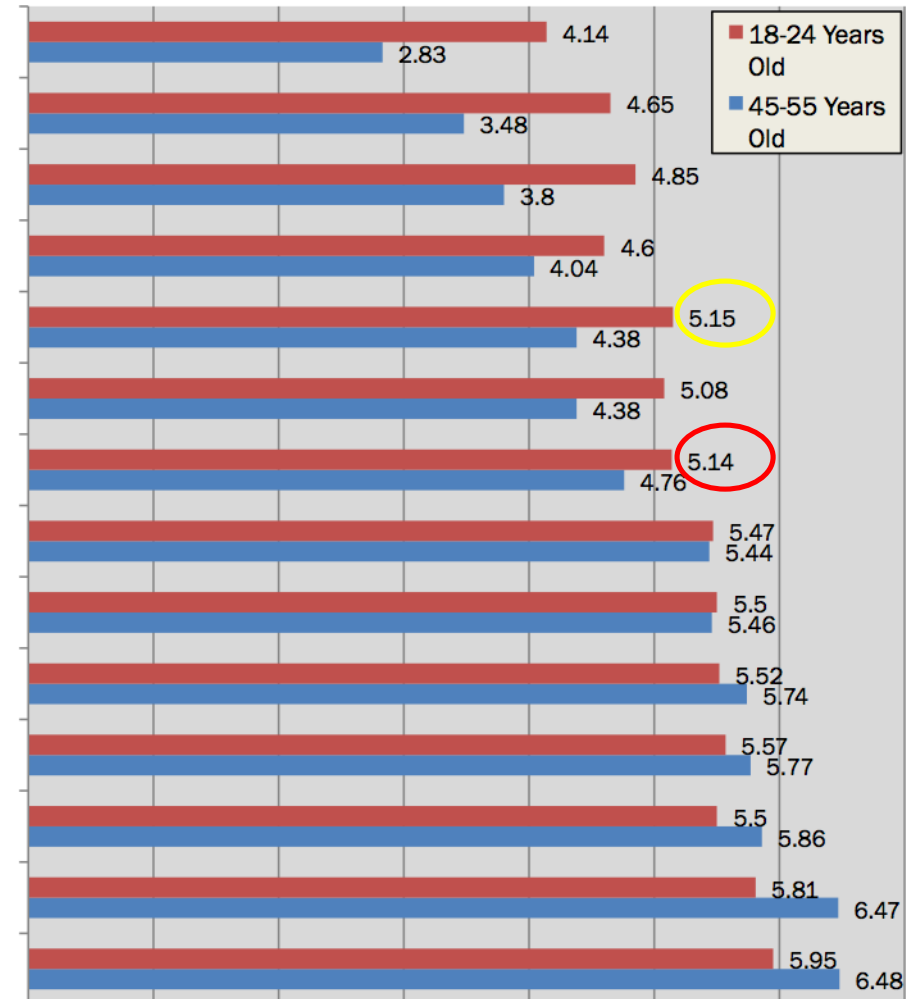
In Fact – Consumers Are Obsessed

- The average European averages 4 texts a day; teenagers can average as high as 100. – Tomi Ahonen Mobile Telecom Annual Review 2009
- In February 2009, Facebook accounted for 4.1% of all minutes spent online in Europe. – ComScore
- 77% of Europeans could not live without daily access to the internet, compared to 54% for access to a car. – AMD & YouGov



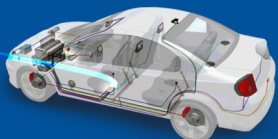
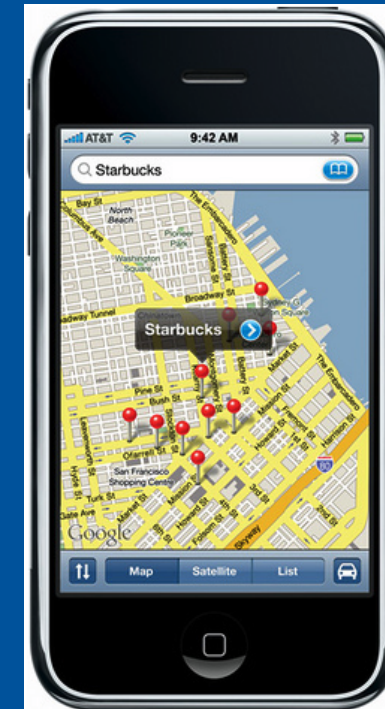


Buyer Values Are Changing - Dramatically





Consumers want to be Connected ... but why not using the mobile phone?

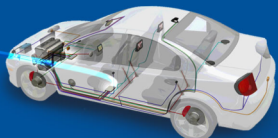




Key Factors for in car Telematics

- HMI integration and less driver distraction
 - An seamless car integration is key for a successful Telematics solution.
 - Functions must be provided in a way that avoid driver distraction.

- Car centric services
 - Telematics services should focus on car related services that adds value to the car owner / driver.
 - Therefore some level of in car integration is needed.

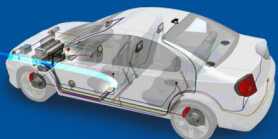




HMI Integration and less Driver Distraction

➤ Integration with driver interaction systems like:

- Head unit / Radio
- Controller
- Speakers
- Displays
- Steering wheel and cockpit
- Integrated buttons
- Other future HMIs ...

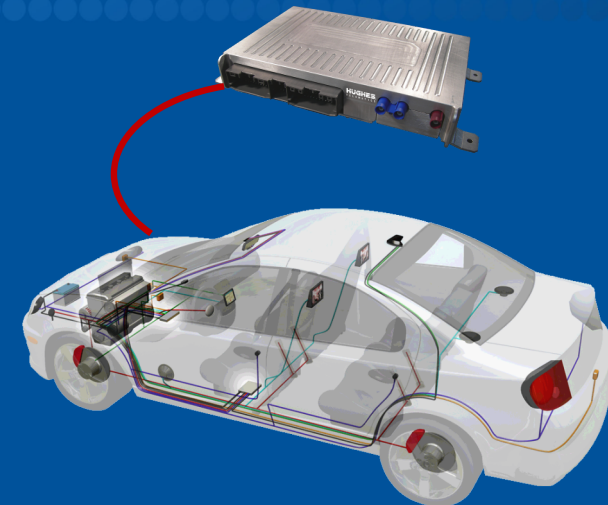




Car Centric Services

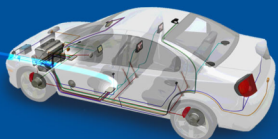
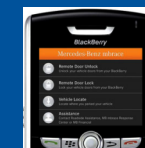
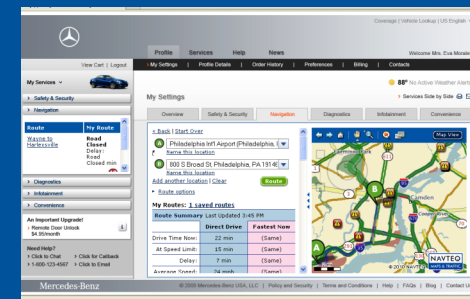
➤ In car integration

- CAN, MOST, ... buses
- Sensors
- GPS and navigation system
- Antenna
- GSM, UMTS, ... for voice and data
- Other in car systems



➤ External car centric services

- Web and PDA based car centric services

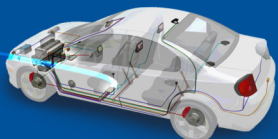
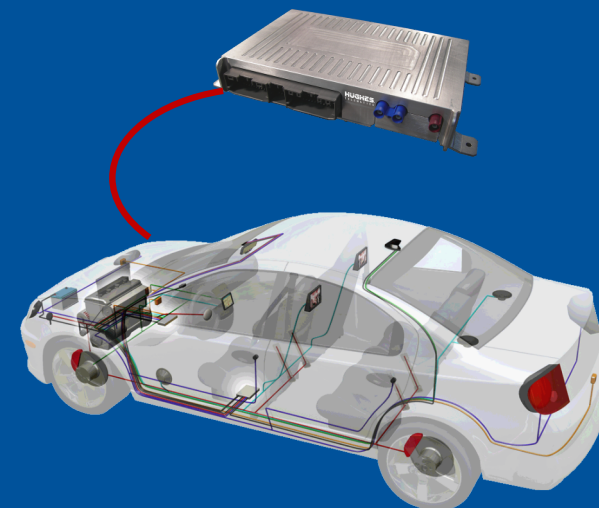




Car Centric Services – OEM Internal

➤ OEM Internal applications

- Remote update
- Flashing
- Diagnostics and early failure detection
- Service monitoring
- Advanced dealer service concepts
- Remote emission
- Insurances (PAYD, PHYD, SVT, ...)





Telematics Applications

Safety&Security

- Auto Collision Notification
- Emergency Call
- Stolen Vehicle Recovery
- Anti-Theft Alarm Notification
- Roadside Assistance
- Leasing Vehicle Recovery
- Crisis Management
- Vehicle Locator (Family Tracking)
- Contextual Speed Alert
- Emergency/Crisis Messaging
- Starter Disable/ Speed Limiter
- Enhanced Roadside

Navigation

- Search and Send
- Route Assistance (Agent)
- POI / Destination Download (Agent)
- Traffic Information w/Alerts
- Speed Limit Information
- Speed Camera Alerts
- Eco-driving
- Parking Information
- Park-and-Ride Information
- Geo-Fencing
- Enhanced Search & Send
- Road Trip Planner

Diagnostics

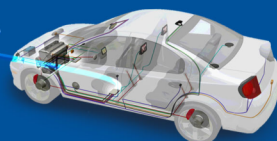
- Dealer Connect
- Vehicle Information
- Automatic Maintenance Notification
- Remote Diagnostics w/ Email
- OEM Quality Data
- Remote Emission Monitoring
- Remote Reflash

Infotainment

- Local Search
- Internet Browsing
- Internet Radio
- Email and Messaging
- OEM/Dealer Messaging
- Location-Based Services
- Song Tagging/ Email to Purchase
- In-Vehicle App Store
- Personalized Radio
- Real Time Personalized Content
- Morning Report

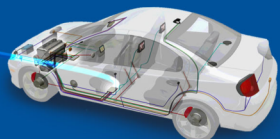
Convenience

- Remote Door Unlock / Lock
- Personal Concierge
- Mobile Application Connection
- Usage Base Insurance
- Personal Calling
- Remote Engine Start
- Remote Heater/AC Start
- Vehicle Settings
- Personalization via Internet
- Flash Lights / Sound Horn
- In-Vehicle Email / SMS
- In-Vehicle Calendar





The overall Telematics Eco-System



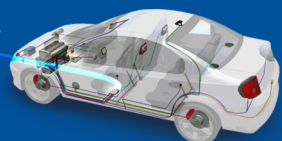
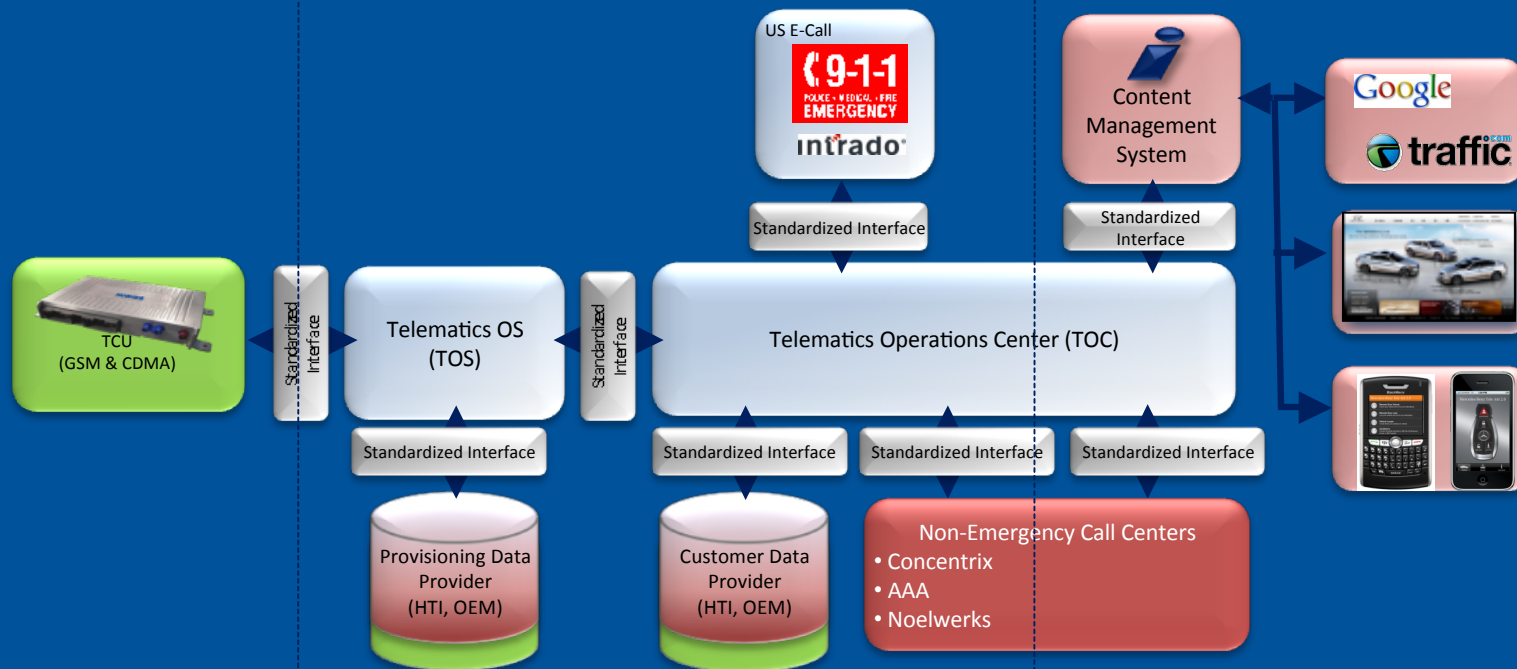


Managing the gap of innovations cycles

Vehicle Hardware
Longest Cycle Times
1 / year

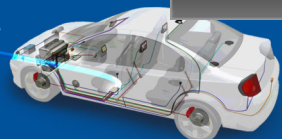
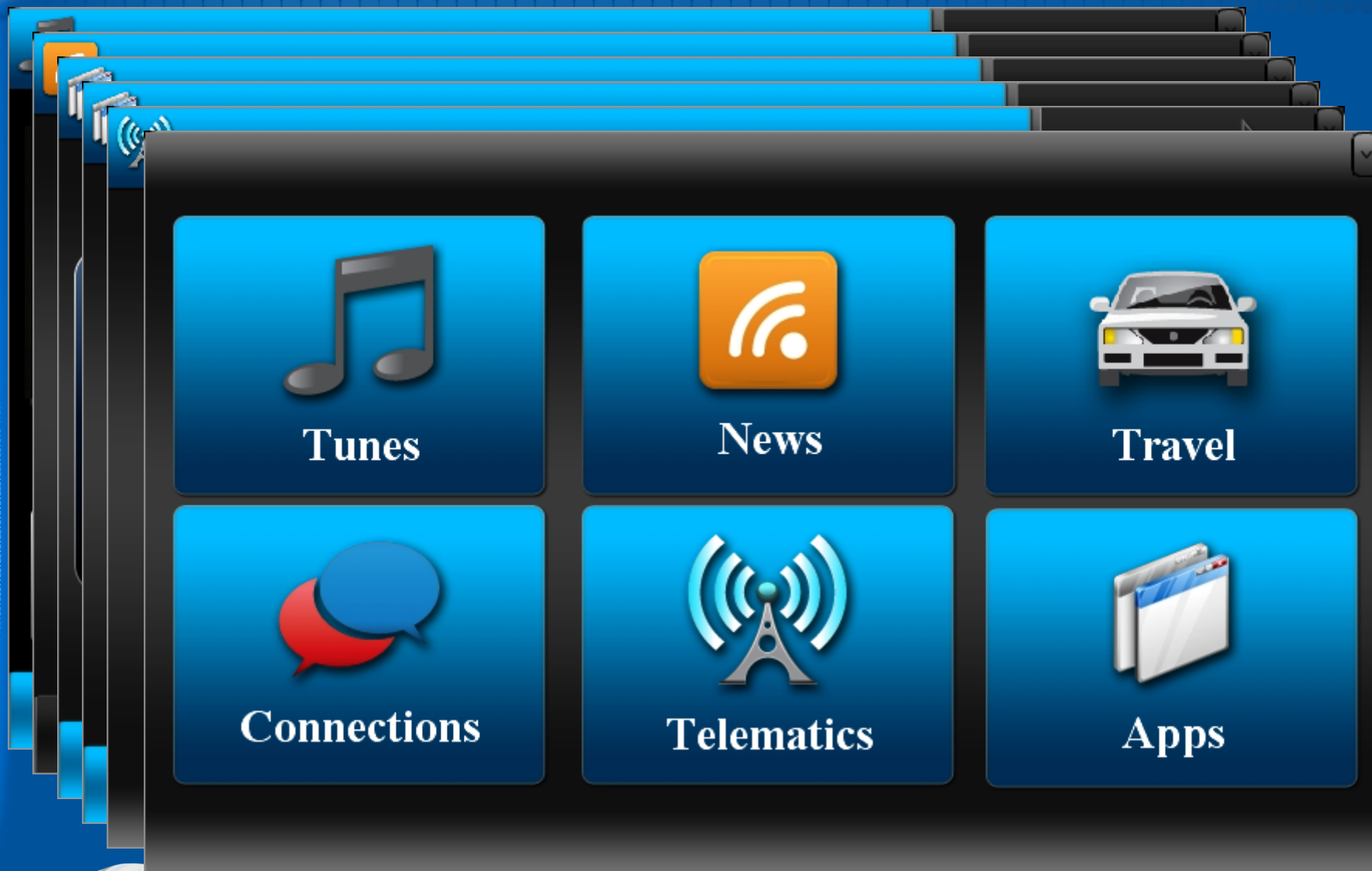
IT Backoffice
Medium Cycle Times
4-6 / year

Consumer Products
Short Cycle Times
8-12 / year





Telematics applications





Contacting Hughes Telematics

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