

Airbiquity® Choreo

CHOREO: A GLOBAL CLOUD PLATFORM FOR CONNECTED VEHICLE SERVICE MANAGEMENT

Technological change is constant. Today's wireless Internet, smartphones and applications are just glimpses of a hyper-personalized, data-intensive tomorrow. To meet today's requirements and have flexibility for tomorrow's aspirations, Airbiquity offers Choreo, a cloud platform for connected vehicle programs. Choreo delivers dynamic, scalable and market differentiated programs. This fully-integrated platform choreographs market initiatives with granular customization and global scalability.

Choreo is transport agnostic, making it simpler and easier to integrate today's services, as well as support tomorrow's applications and services. Content and services can be delivered via embedded modules or WiFi, USB and Bluetooth connected mobile devices utilizing packet data, SMS, or Data Over Voice (DOV) connections. The choice is dependent on which delivery method best matches program objectives and market demographics.

The market is wildly adopting smart mobile devices for personal connectivity, information and entertainment. Cloud platforms, such as Amazon and iTunes, will proliferate. Choreo orchestrates any application or service for use in-vehicle, controls the experience, minimizes driver distraction and, ultimately, enhances the OEM brand proposition. Industry-unique capabilities manage policies that govern application permission, behavior and interaction with vehicle resources.

Choreo utilizes industry-standard external interfaces for incorporating OEM-defined content or service partners, enabling rapid and flexible ecosystem development. It also provides functions such as content aggregation, subscriber management, billing and provisioning, integrated B2C and B2B web portals and much more. All services are delivered through carrier-grade infrastructure from a resilient cloud platform architected for connected vehicle service delivery. Choreo empowers connected vehicle programs that adapt to market need and which consumers cite as a reason for brand loyalty and vehicle purchase.

CHOREO COMPONENTS



SERVICE GATEWAY

AAA, billing, reporting, subscriber management



POLICY MANAGEMENT

Define permissions for and behavior of mobile device-based apps and cloud-based content within the branded in-vehicle experience



CRM

B2C portal for registration, personalization, and customer relations; B2B portal for OEM service orchestration and reporting



APPLICATION SERVER

Dynamic, personalized connected vehicle service delivery for local search, navigation, streaming media, information and entertainment and other content and services

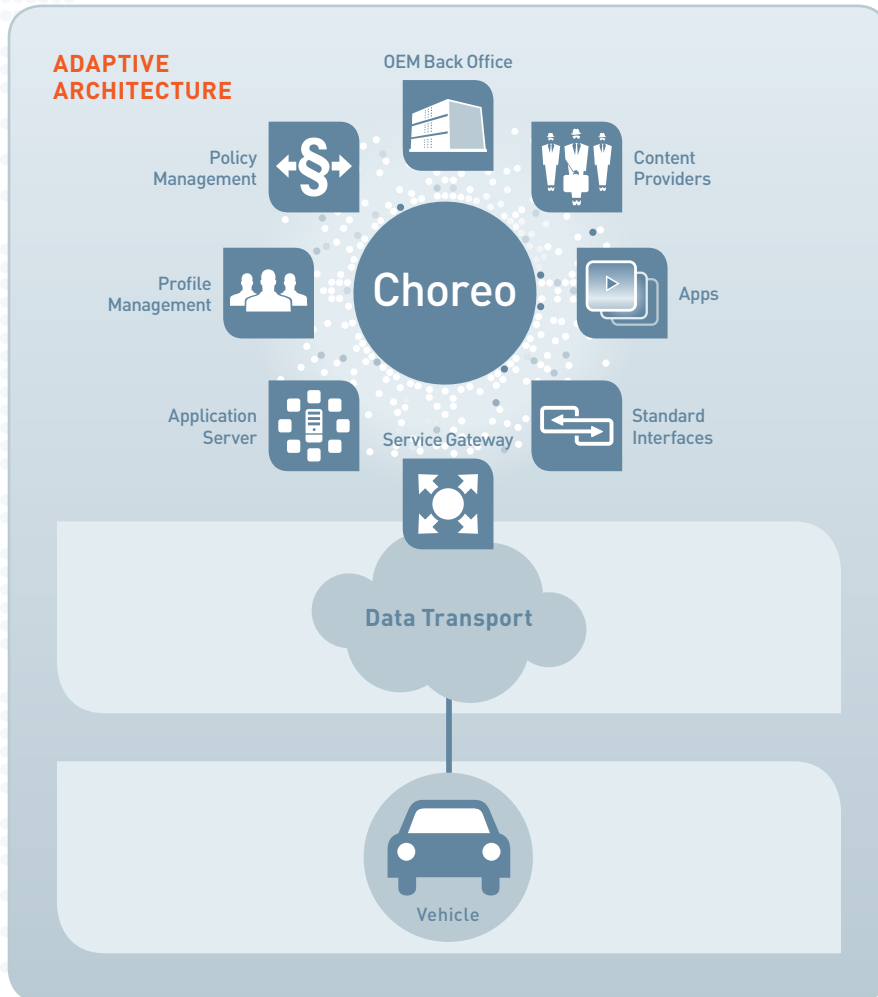


STANDARD INTERFACES

Industry-standard external interfaces seamlessly integrate third party content sources, service providers, and back office systems

Airbiquity® Choreo

HOW IT WORKS



ABOUT US

Airbiquity is at the forefront of change in the automotive industry, integrating advances in software, communications technology and wireless services with vehicles. Its connected vehicle solutions offer automakers a flexible platform for delivering innovative applications and services that help automobiles adapt to the driver's digital lifestyle. To learn more about Airbiquity, visit www.airbiquity.com.

CONTACT US

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FEATURES

- Scalable, resilient, redundant service delivery infrastructure with load-balancing capabilities, utilizing best-in-class data centers and data networks
- Data transport options, such as packet data (CDMA or GSM, LTE, 3G, GPRS), Short Message Service (SMS), Data Over Voice (DOV); all supported by a full suite of back-office services
- Multiple in-vehicle connectivity options, including embedded, WiFi, USB and Bluetooth
- White-label web portals for highly-customized consumer interaction in areas like subscriber registration, account management and other self-service functions
- Dynamic, customized content delivery for each driver within the vehicle
- Industry standards used for communication and control functions, including web services integration of OEM-defined ecosystem partners

BENEFITS

- Standardize on Choreo; customize to vehicle line, year, trim or geography; personalize to each driver
- HMI options enable unique content relationships that are aligned with specific vehicle lines and years, and can be upgraded and altered as business or market conditions change
- Flexible architecture provides services across multiple transports, and content aggregation from vendors, while accommodating for future requirements
- Scalable solution that allows OEMs to stay connected with customers and offer new functionality and applications
- Proven solution, in production today serving 16 million+ units worldwide

