

# Mobile Integration



## MOBILE INTEGRATION: INTELLIGENTLY INTEGRATING PHONE, DRIVER, APPS AND CONTENT INTO THE VEHICLE

The mobile device, its networks and services, its content and apps, cuts across the entire connected vehicle landscape. As mobile devices become smarter, they become indispensable – a digital representation of an owner's lifestyle, seldom farther away than a ringtone. Combined with networks, devices offer applications and services, downloaded and installed, that give each owner exactly what is requested and, critically, when it is requested. The mobile device is, and will continue to be, integral to the driving experience.

Airbiquity's solution helps an automotive OEM harness the mobile device's connectivity, content and apps, and intelligently integrates it into connected vehicle programs and the in-vehicle brand experience.

As a brought-in connection, the device provides ubiquitous coverage for global programs. Services can be tailored for specific markets based on service availability and customer propensity for data plans. For programs with a broad service availability objective, Airbiquity has the experience and technology to enable the mobile device as a global communications gateway. Automotive OEMs can focus brand messaging on connected vehicles more broadly and deeply, building an ongoing connection with vehicle owners and drivers.

The smart mobile device has captured a huge and growing share of the global market and must be considered within any connected vehicle program, if for no other reason than the device can be a very distracting component of the in-vehicle experience. Smartly integrating it with vehicle resources keeps the driver focused on the road. Through cloud-based policies that govern the in-vehicle experience, the behavior of applications can be adapted on the fly to the driving experience, promoting safe driving complemented by infotainment. Managing the interactions between driver, vehicle and smart device from a flexible, scalable and extensible global service delivery platform maintains OEM control of the brand experience across the lifecycle of the vehicle.

### MOBILE INTEGRATION COMPONENTS



#### POLICY MANAGEMENT

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



#### COMMUNICATION GATEWAY

Prioritize transports based on those available, including DOV, SMS, packet data and WiFi; any wireless or wired connectivity standard is supported between the head-unit and mobile device, such as Bluetooth, USB or WiFi



#### SMART DEVICE APPLICATIONS

Integrate driver applications; extend command and control of apps to in-vehicle resources; integrate smart device applications into a safe driving experience



#### CLOUD APPLICATIONS

Deliver content and services from any cloud-based source and provide real-time, up-to-date information

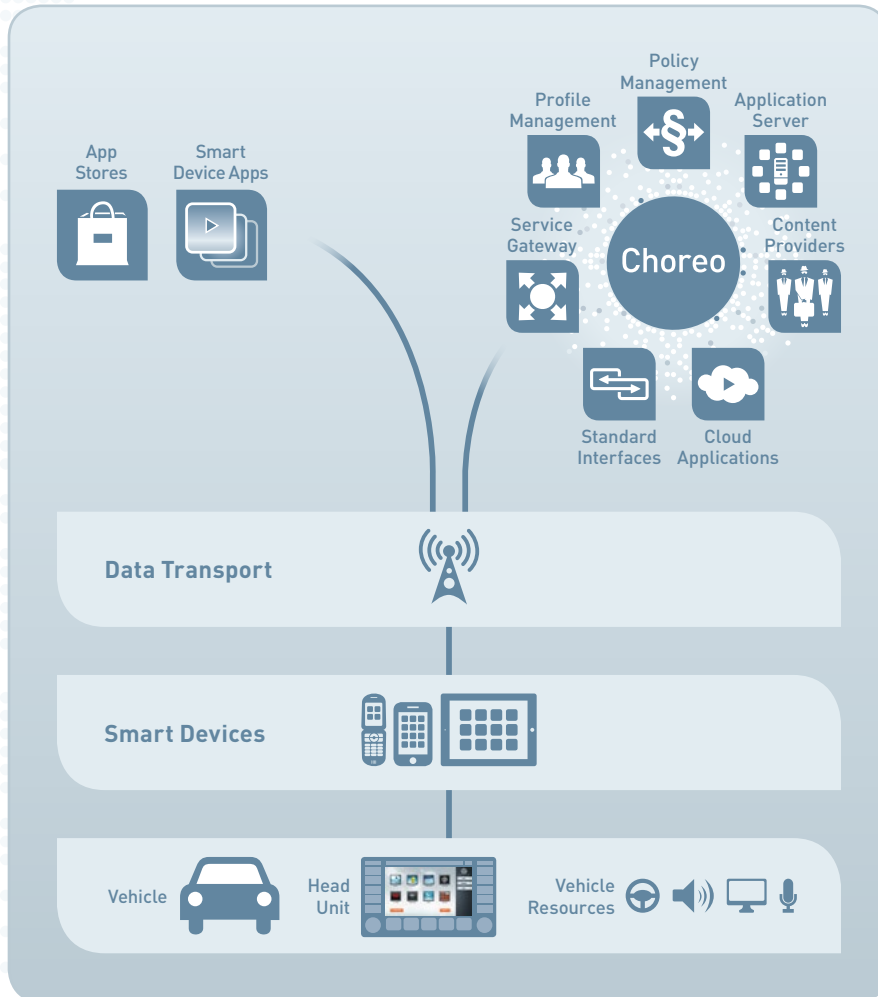


#### PROFILE MANAGEMENT

Personalize the in-vehicle experience by using the driver's mobile device as an identifier; customize content and services through a portal; customize vehicle display based on personal preferences

# Mobile Integration

## 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](http://www.airbiquity.com).

## CONTACT US

**WEB** [www.airbiquity.com](http://www.airbiquity.com)

**EMAIL** [contact@airbiquity.com](mailto:contact@airbiquity.com)

Airbiquity is a trademark of Airbiquity Inc. All other products and brand names may be trademarks or registered trademarks of their respective owners. Specifications are subject to change without notice.  
© 2011 Airbiquity Inc.

### CORPORATE HEADQUARTERS

1011 Western Avenue, Suite 600  
Seattle, Washington 98104, USA  
Phone: +1 206 219 2700

### EUROPE OFFICE

271 Regent Street  
London W1B 2ES, United Kingdom  
Phone: +44 20 3170 8725

## FEATURES

- Support any mobile device and network capability for connectivity
- White-list approach to permitting smart device content and apps to integrate with vehicle resources
- Flexibly define soft keys or smart display to driver content and apps preferences
- B2C portal for driver configuration
- B2B portal for OEM configuration, apps white list and policy management
- Adapt content and apps behavior by driver, geography, condition
- Lifecycle control - Add, remove or update applications at any time for any vehicle
- Enable strategic or promotional content and apps

## BENEFITS

- Standardize on Choreo, customize to vehicle line, year, trim or geography, personalize to each driver
- Implement global programs with the maximum market availability
- Update programs seamlessly and immediately through cloud-based services

## SUPPORTED MOBILE OPERATING SYSTEMS

- Android
- BlackBerry
- iPhone

