

Airbiquity® Choreo

CHOREO: A BEST-IN-CLASS, GLOBAL CLOUD FOR CONNECTED VEHICLE SERVICE DELIVERY

Technology changes constantly. 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 private cloud for connected vehicle programs. Choreo enables you to engineer connected vehicle programs that are dynamic, scalable and market differentiated. 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 best-in-class services, as well as support tomorrow's applications and services. Content and services can be delivered via packet data, SMS, WiMAX, Data Over Voice (DOV), and through embedded, WiFi, USB and Bluetooth connected mobile phones. The choice is yours, depending on which delivery method best matches program and market demographics.

The mobile phone is a centerpiece for personal connectivity, information and entertainment, where individuals define their applications and services. Choreo orchestrates any application for use in-vehicle, controls the experience, minimizes driver distraction and, ultimately, enhances your brand proposition. Industry-unique capabilities allow you to establish policies that govern application permission, behavior and interaction with vehicle resources.

Choreo is a comprehensive platform with 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, private cloud specifically designed for connected vehicle service delivery. It employs advanced capabilities, including geographically redundant facilities, load-balancing and performance monitoring. Choreo empowers you to deliver connected vehicle solutions that consumers cite as a reason for brand loyalty and vehicle purchase.

CHOREO COMPONENTS



SERVICE GATEWAY

AAA, billing, reporting, subscriber management



POLICY MANAGEMENT

Enable smartphone applications, control in-vehicle experience, support new phones and applications



WEB PORTAL

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



SMARTPHONE APPLICATIONS

Vehicle interface from smartphone to view and control vehicle functions such as door lock/unlock, driver behavior data, turn A/C on/off, reserve charging station time, and many more



APPLICATION SERVER

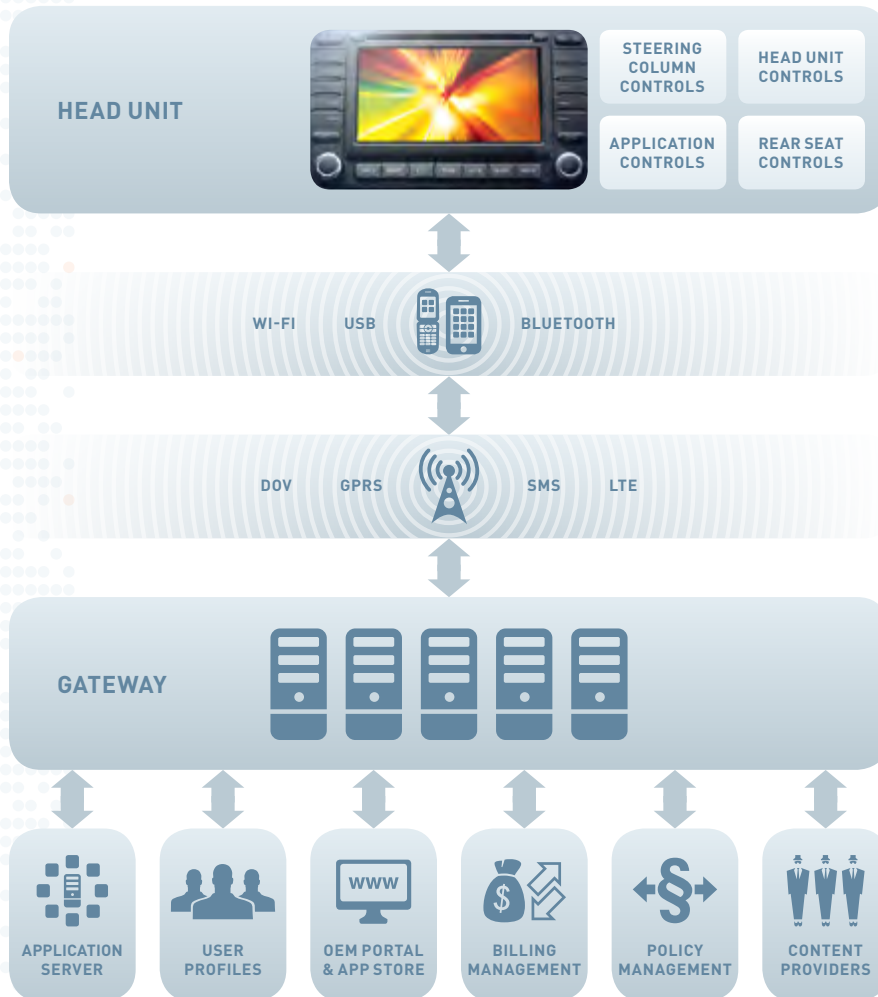
Dynamic, personalized connected vehicle service delivery for local search, navigation, streaming media, information and entertainment, and other content and services



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HOW IT WORKS



ABOUT US

Airbiquity is the global leader in the design, operation and management of connected vehicle services infrastructure. With millions of vehicles on the road today, the company's expertise and experience enables intelligent transportation services for market leaders in the automotive and transportation industries.

CONTACT US

WEB www.airbiquity.com
EMAIL contact@airbiquity.com

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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: +44.203.1708.725

FEATURES

- Scalable, resilient, redundant service delivery infrastructure with load-balancing capabilities, utilizing best-in-class data centers and global data networks
- Data transport options, such as packet data (LTE, CDMA, GSM, GPRS, WiMAX), Short Message Service (SMS), Data Over Voice (DOV); all supported by a full suite of back-office applications
- 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, as well as web services integration of OEM-defined ecosystem partners

BENEFITS

- Flexible architecture allows you to provide services across multiple transports, and content aggregation from your choice of vendors, while accommodating for future requirements
- Allows consumers to use smartphone applications inside the car, with minimal distractions
- Scalable solution that allows OEMs to stay connected with customers and offer new functionality and applications
- Dynamic HMI enables unique content relationships that are aligned with specific vehicle lines and years, and can be upgraded and altered as business or market conditions change
- Proven solution, in production today serving 14 million+ units worldwide

SUPPORTED MOBILE OPERATING SYSTEMS

- Android
- BlackBerry
- iPhone
- Symbian
- Windows Mobile


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