



Information Rich Service and Ecosystem Integration

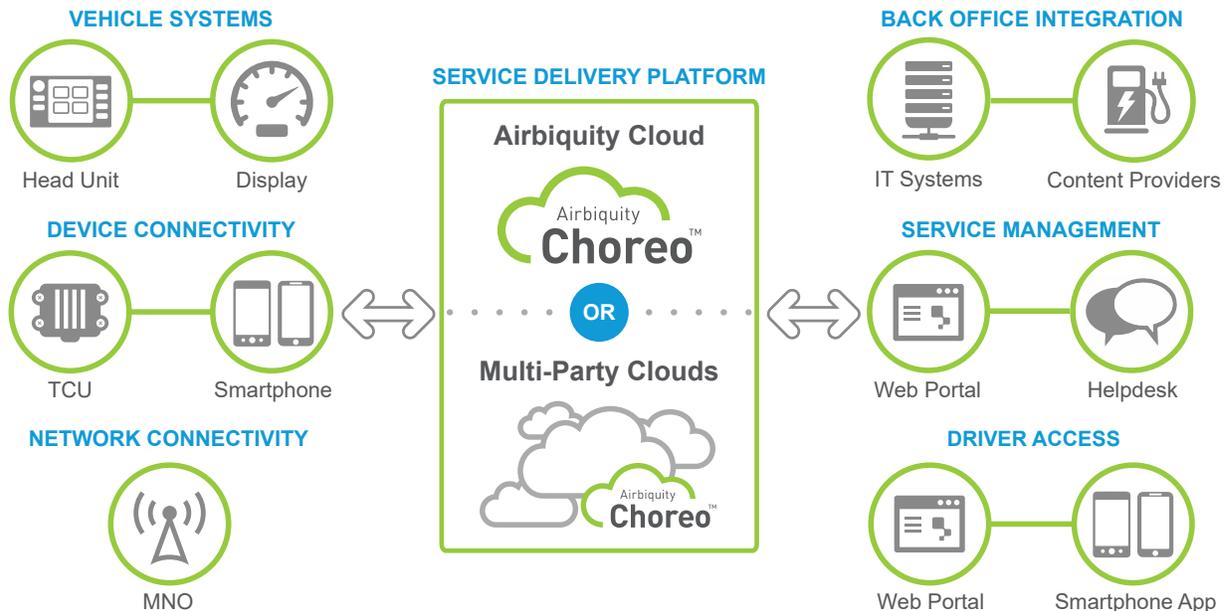
Automakers are increasingly developing electric, hybrid, and plug-in hybrid vehicles to meet consumer demand and comply with current and future government fuel efficiency mandates. Due to the efficiency orientation of electric vehicles, consumers expect ready access to diagnostic, real-time operational, and historical driving information to help them get the expected value and return on their investment. As such automakers need to provide service delivery that reflects the unique aspects of electric vehicle operation and ownership like battery management,

driving range, and economical trip planning with on-board, smartphone, and web portal information access.

Airbiquity's Electric Vehicle offering integrates all of the necessary vehicle system hardware, connectivity devices, mobile networks, smartphone apps, and content providers into a seamless and information-rich user experience with a robust service management capability including over-the-air (OTA) updates and back-office IT system integration.

Electric Vehicle Features

- Battery Health and Charge Status
- Battery Charge Time Scheduling
- Charging Location POI and Finder
- Charging Location POI Reservation
- Eco-Trip Planning and Navigation
- Eco-Trip Scoring and Ranking
- Eco-Driving Gamification
- Driver Smartphone App

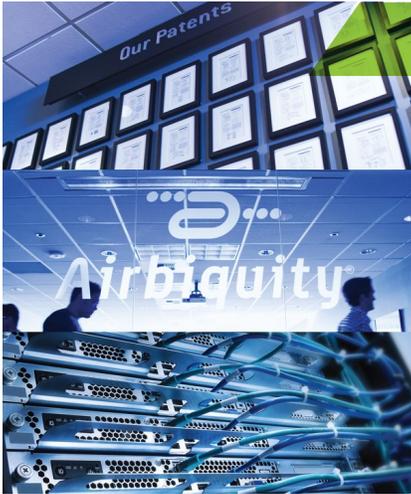


Service Management Features

Electric Vehicle includes the following Service Management features:

- System, Device, and Network Connectivity
- Application and Subscriber Management
- Subscriber Billing and Payment
- Back Office IT System Integration
- Business Intelligence and Reporting
- Over-the-Air (OTA) Software Updates
- Service Management Web Portal
- Customer Service Helpdesk

CHOREO SERVICE DELIVERY PLATFORM



Cloud-Based Connected Car Services

Choreo is a cloud-based service delivery platform that leverages the latest technology to fulfill the expectations of connected car today—and tomorrow. Choreo's open architecture enables end-to-end service delivery or component level integration into existing services and multi-party clouds. Choreo integrates the entire spectrum of vehicle systems, connectivity devices, communication networks, content providers, and back office IT systems required for traditional and emerging connected car services. Service delivery can be easily configured and

managed at the geography, make, model, and trim level with a feature-rich web portal, including policies and role-based user administration.

Choreo is deployed in over 60 countries, and powered by a global network of secure and highly available data centers for reliable and scalable service delivery. Millions of vehicles connect to Choreo every day generating hundreds of millions of monthly transactions. Put Choreo to work for your connected car program and rest assured you've got a roadmap to the future.

Flexible

Supports new services and integrates with multi-party clouds and ecosystems

Scalable

Extends service delivery across geographies and multiple makes, models, and trims

Manageable

Provides comprehensive service delivery management, updates, and data collection

Reliable

Manages rapidly increasing subscriptions, transactions, and software and data transmissions



Application Management

Program and application management by subscription level and user type



Subscriber Management

User and vehicle subscription management, billing, and payment



Content Integration

Content, service, and IT system integration



Software & Data Management

Orchestration of firmware updates, software updates, and data collection



CRM

Business-to-consumer relationship marketing



Business Intelligence

User, vehicle, and platform data analysis and reporting

Airbiquity: Proven Leader and Trusted Partner

Airbiquity is a global leader in connected car service delivery and pioneer in the development and engineering of automotive telematics technology. We lead the industry in automotive telematics deployments worldwide, and maintain established business partnerships with the most influential ecosystem players across the automotive and telematics industries. Airbiquity has the deployment-proven technology, platform, services, and expertise to make your connected car program a success.

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