



Driving Centric Services Powered by Data

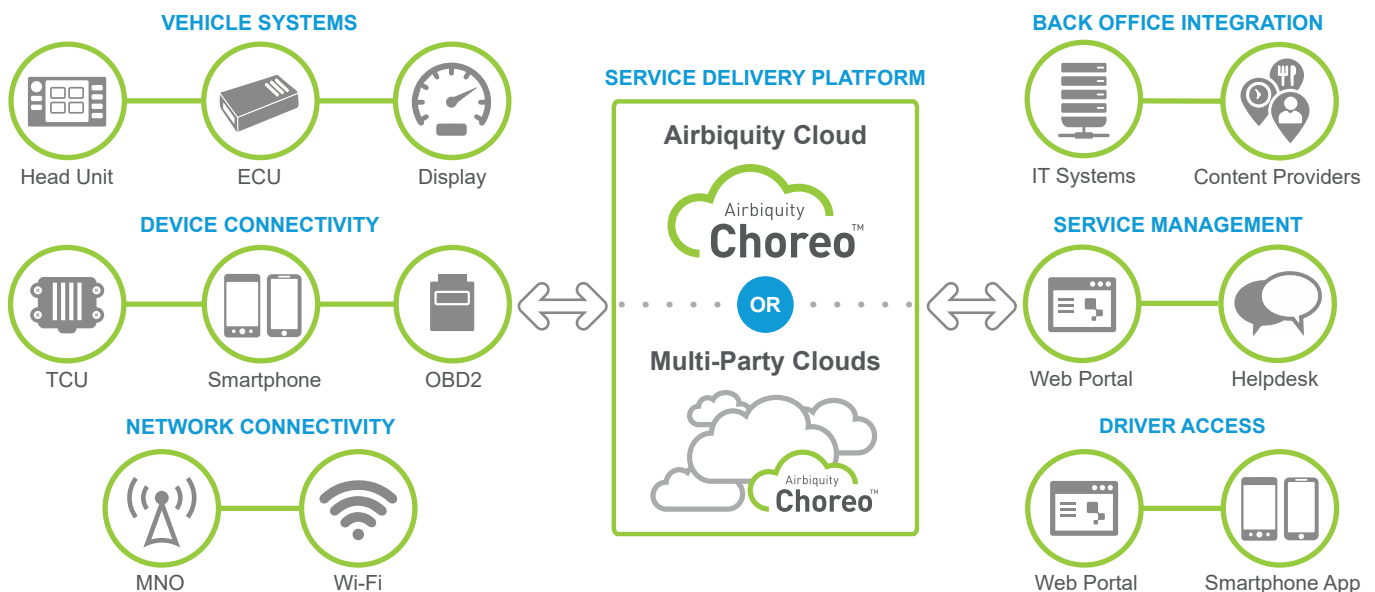
With increasing access to vehicle diagnostic and driver behavior data automakers can expand their connected car programs by introducing new driving centric services that are personalized, contextual, and completely focused on enhancing the vehicle ownership and driving experience. With driving centric services—powered by off-board predictive analytics and extended partner and supplier ecosystems—vehicles can proactively present drivers with relevant information and real-time recommendations leading to increased consumer satisfaction and loyalty.

Automakers deploying driving centric services will also realize multiple benefits from powerful, branded, post-purchase consumer engagement opportunities.

Airbiquity's Intelligent Vehicle offering makes driving centric services a reality today with a complete range of device and network connectivity options, vehicle and 3rd party data collection and analytics, customized HMI and application development, back office IT system integration, and dynamic over-the-air (OTA) software updates.

Intelligent Vehicle Features

- Context Intelligent Apps and Services
- Vehicle Health Reports and Notification
- Dealer Location and Service Scheduling
- Vehicle Tracking and Geo-Fencing
- Trip Reports and Trend Analysis
- Driver Monitor, Limits, and Alerts
- Driver Reports and Coaching
- Driver Smartphone App

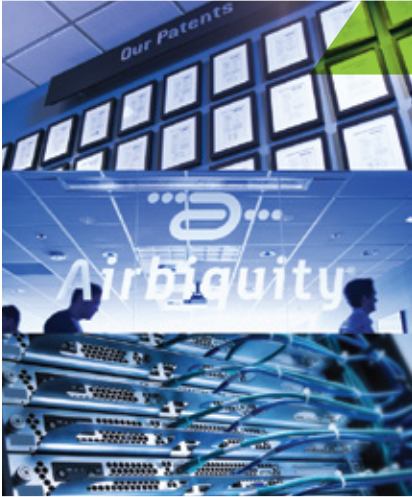


Service Management Features

Intelligent 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 country, 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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