



## Managed Content with Integration Flexibility

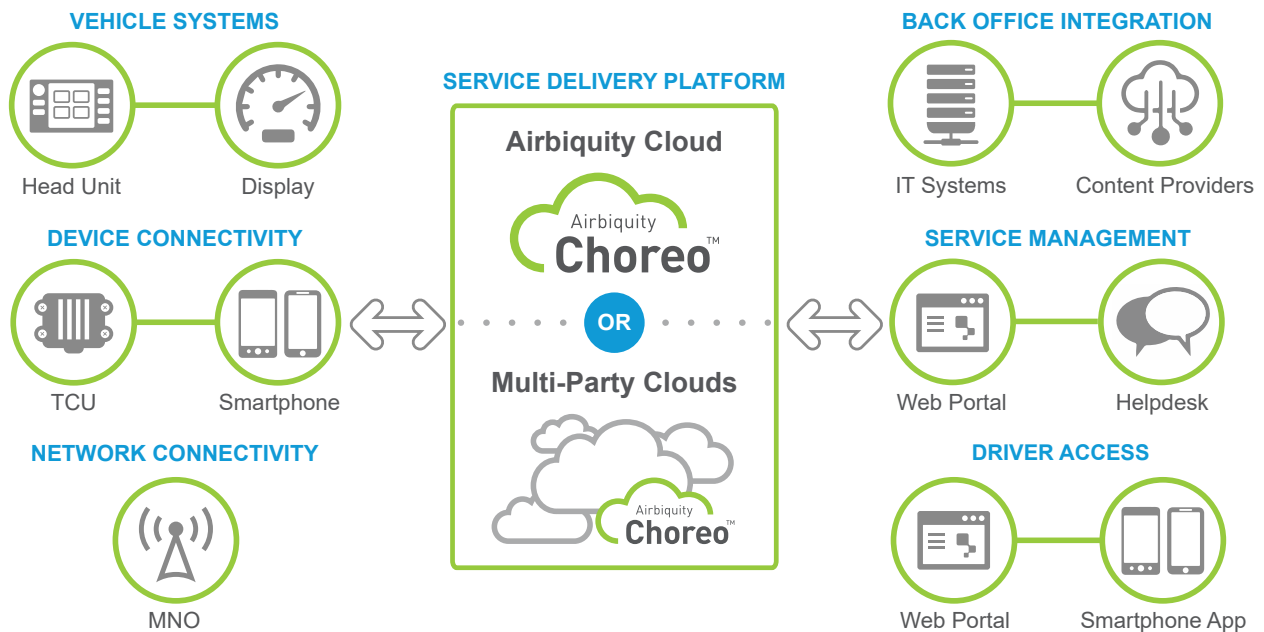
Leading automakers strive to offer driving experiences enhanced with the latest and greatest infotainment content possible. With the rise of smartphones and other mobile devices, tech-savvy drivers expect access to their personal universe of apps and content, including their favorite features and familiar user interfaces. But behind the scenes, infotainment delivery relies on a dizzying array of telematics technology, proprietary and standards-based software, content procurement and integration, and remote over-the-air (OTA) software updates to

ensure apps can be added and refreshed to keep systems relevant and consumers engaged and satisfied.

Airbiquity's Infotainment Delivery offering fulfills this need today with a managed portfolio of high quality entertainment, news, and information content from well-known providers, a full range of content integration options, and comprehensive back-end service delivery management capability to meet the most demanding infotainment program requirements.

### Infotainment Delivery Features

- Global and Regional Content Portfolio
- Android and iOS Handset Compatibility
- Personalized Content Delivery
- Voice Recognition and Text-to-Speech
- Content Launch and Policy Controls
- Driver CRM Via Email, Text, and SMS
- Driver Smartphone App
- Driver Web Portal

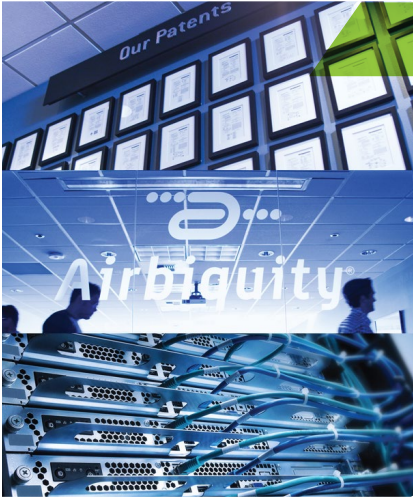


### Service Management Features

Infotainment Delivery 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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