Data
to Apps

Heidelberg Mobil

Heidelberg Mobil International GmbH

Workshop:
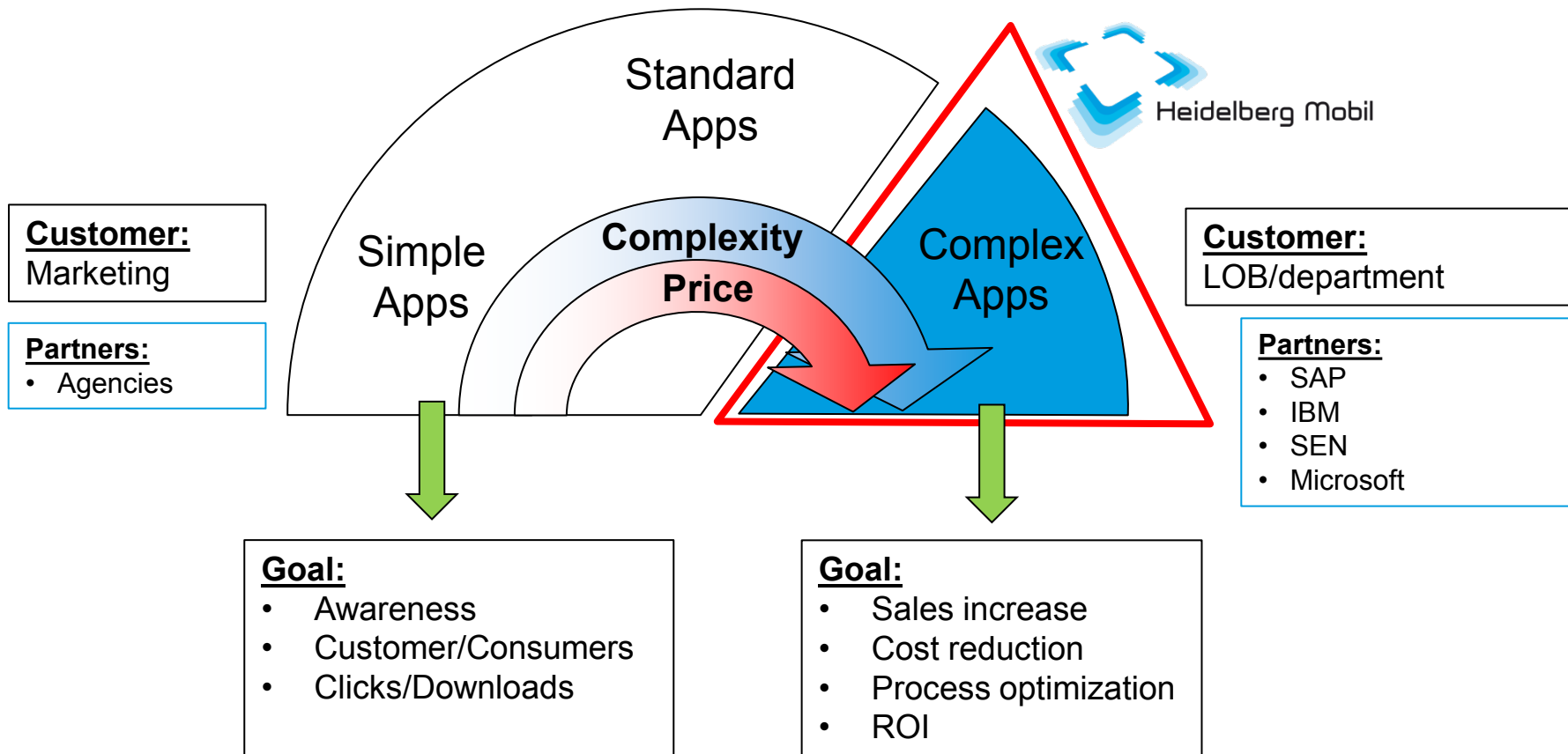
Content for Connected Cars (CCC)

NoAE

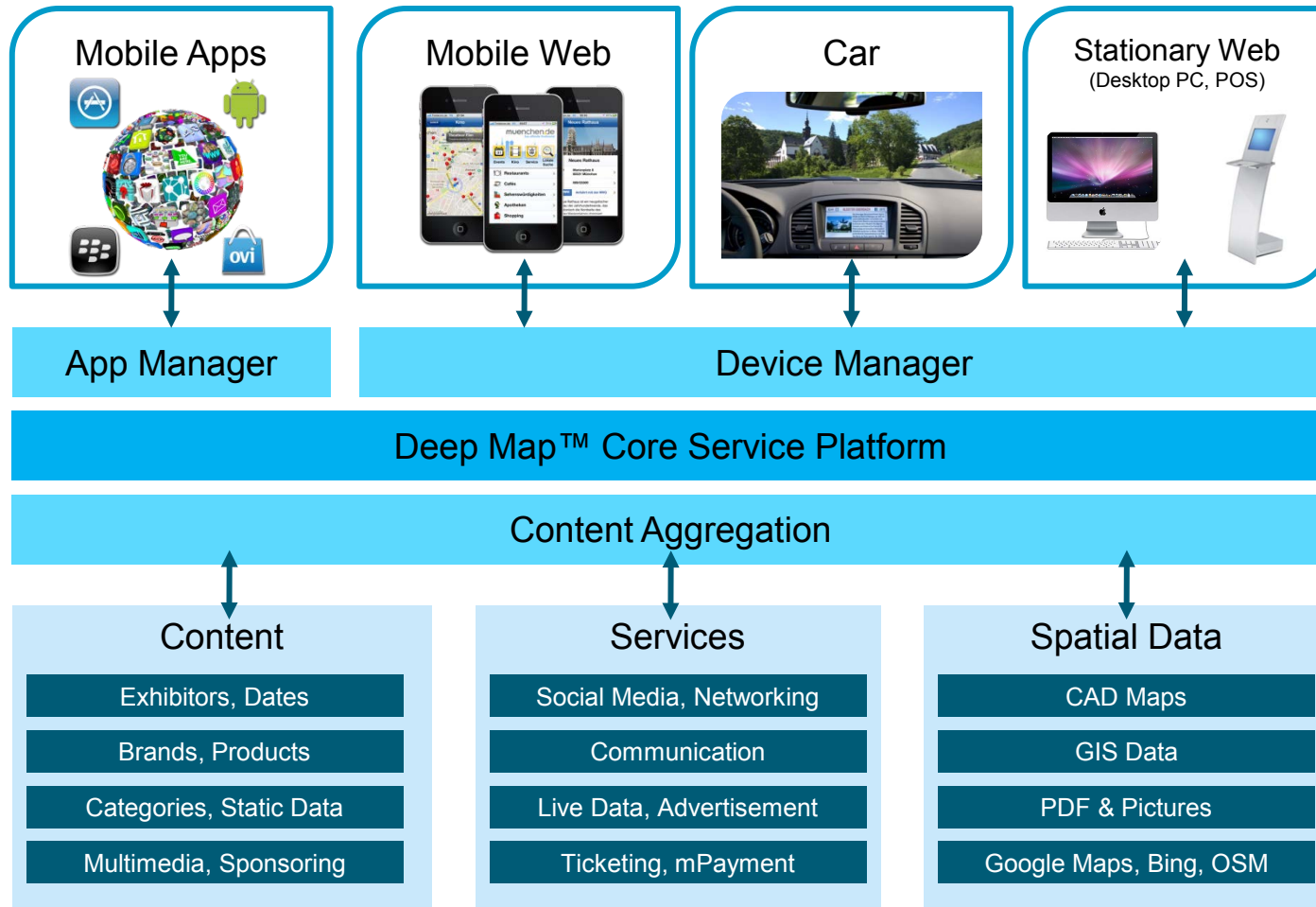# Heidelberg Mobil International GmbH

Foundation	2007
Head office	Heidelberg, Walldorf
Affiliation	Spin-Off from the European Media Laboratory GmbH Founder / Investor Klaus Tschira – SAP Co-founder
Employees	45
Products and services	• Mobile web- and location-based solutions • Apps (inter alia iPhone, Android, Blackberry) • Services (Software as a Service, Hosting) • Strategic consulting
Strategy	• Focus on exhibitions & events • Complex solutions with geographical reference • Development of long-term partnerships • Success-oriented business models • Utility- and added value-oriented applications • Extension and integration of innovations

city · venue · shopping · corporate

Deep Map

Heidelberg Mobil International App Strategy

Standard Apps

Simple Apps

Complexity
Price

Complex Apps

Heidelberg Mobil

Customer:
Marketing

Partners:
- Agencies

Customer:
LOB/department

Partners:
- SAP
- IBM
- SEN
- Microsoft

Goal:
- Awareness
- Customer/Consumers
- Clicks/Downloads

Goal:
- Sales increase
- Cost reduction
- Process optimization
- ROI

N·AE

Deep Map™ platform

Mobile Apps	Mobile Web	Car	Stationary Web (Desktop PC, POS)

App Manager	Device Manager

Deep Map™ Core Service Platform

Content Aggregation

Content	Services	Spatial Data
Exhibitors, Dates	Social Media, Networking	CAD Maps
Brands, Products	Communication	GIS Data
Categories, Static Data	Live Data, Advertisement	PDF & Pictures
Multimedia, Sponsoring	Ticketing, mPayment	Google Maps, Bing, OSM

Deep Map™ markets

City

Venue

Shopping

Corporate

Deep Map

Here are some apps we already developed....

See us for some live demos at the CCC booth in front of room 7a

Push a button –
Info anytime and anywhere on small screens

Communication	Search	Entertainment	Car Assistant Systems
Phone Calls	Navigation	Musik	Car Sensors
E-Mails	Information	Video	Car remote control
Social Networks	Lifestyle & Shopping		Air condition control

All services can be used in a car as well on BIGGER screens

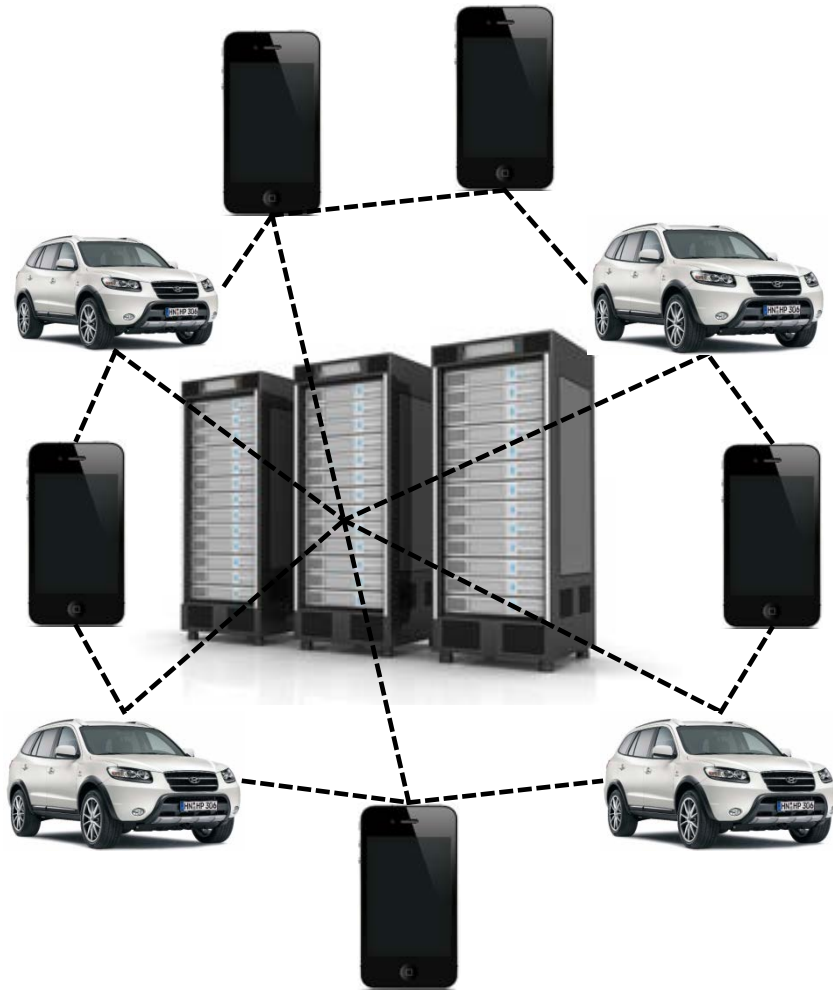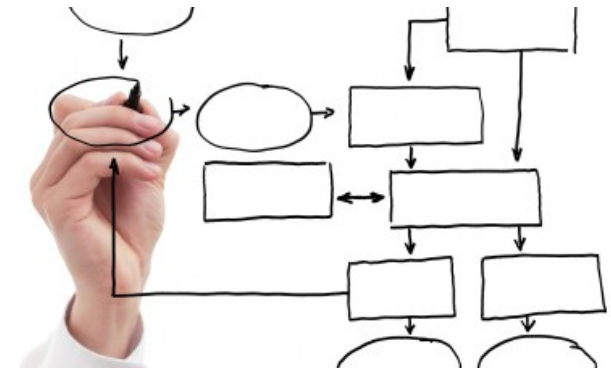| Communication	Search	Entertainment	Car Assistant Systems
Phone Calls	Navigation	Musik	Car Sensors
E-Mails	Information	Video	Air condition
Social Networks	Lifestyle & Shopping		Light

Mobile devices in your car?

> What do you do besides a Bluetooth connection from your smartphone with your car???

> Where are the successful business models?

Question & Answer Round

> How do you understand Content for Connected Cars?

> What are the existing essential challenges?

> Which business models are conceivable?

> What do you need to become successful in the business of Content for Connected Cars?

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Heidelberg Mobil International GmbH
Industriestraße 41
69190 Walldorf, Germany

Phone: +49 6227 38478-0
E-Mail: info@heidelberg-mobil.com
www.heidelberg-mobil.com