

Content for Connected Cars



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Content for Connected Cars
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Applications

Tourism & Leisure Activities & Shopping



InVehicle Online-Services



lead to

- ✓ higher efficiency
- ✓ time saving
- ✓ better comfort
- ✓ appreciation
- ✓ business expansion
- ✓ increased volume
- ✓ customer loyalty
- ✓ safety
- ✓ environmental sustainability
- ✓ provision of information
and
- ✓ enhancement of knowledge

Countless mobile applications are available for commercial use and private consumption.

InVehicle Online-Services have the potential to become a multibillion Euro market.

Despite of that the currently existing proprietary and regional solutions are not very profitable.



Thesis 1

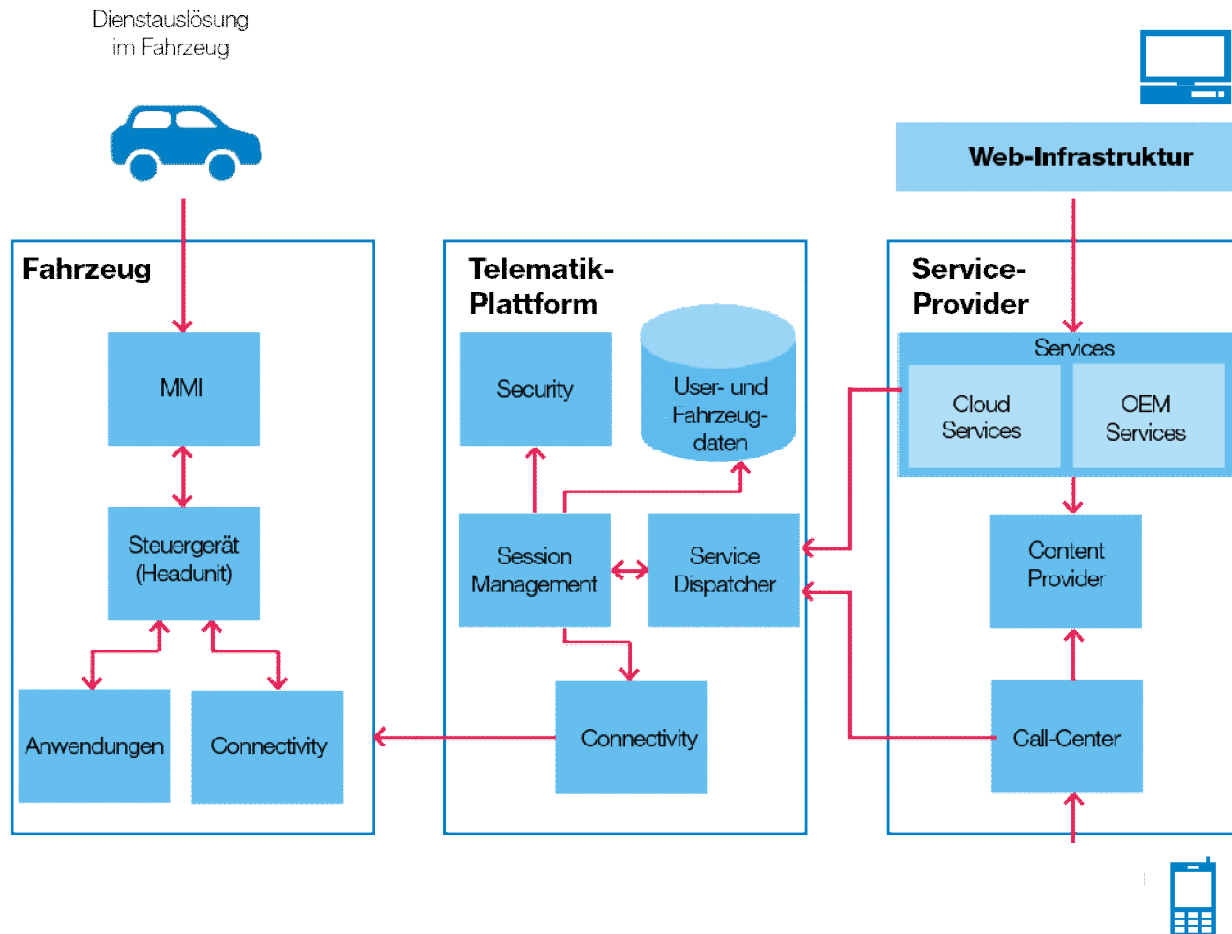
There is no Killer-Application.

Next generation InVehicle Online-Services will be driven by a **Killer Infrastructure.**



Considerations

Eco-system



- Technologies
- System architecture
- Roaming
- Applications/Services
- Integration
- Provisioning
- Operation
- Service center/support
- Billing/payment
- Content
- Intellectual property

Thesis 2

There is no need for a new invention.

Next generation InVehicle Online-Solution requires that we have to assemble the already available components in a new way.



What the consumer needs

Success factors



What the consumer wants

Winning factors

I want to share
my life.

I want to be
informed .

I want to be
reachable.

I don't want to
search.

I don't want to
be bored.



Concepts

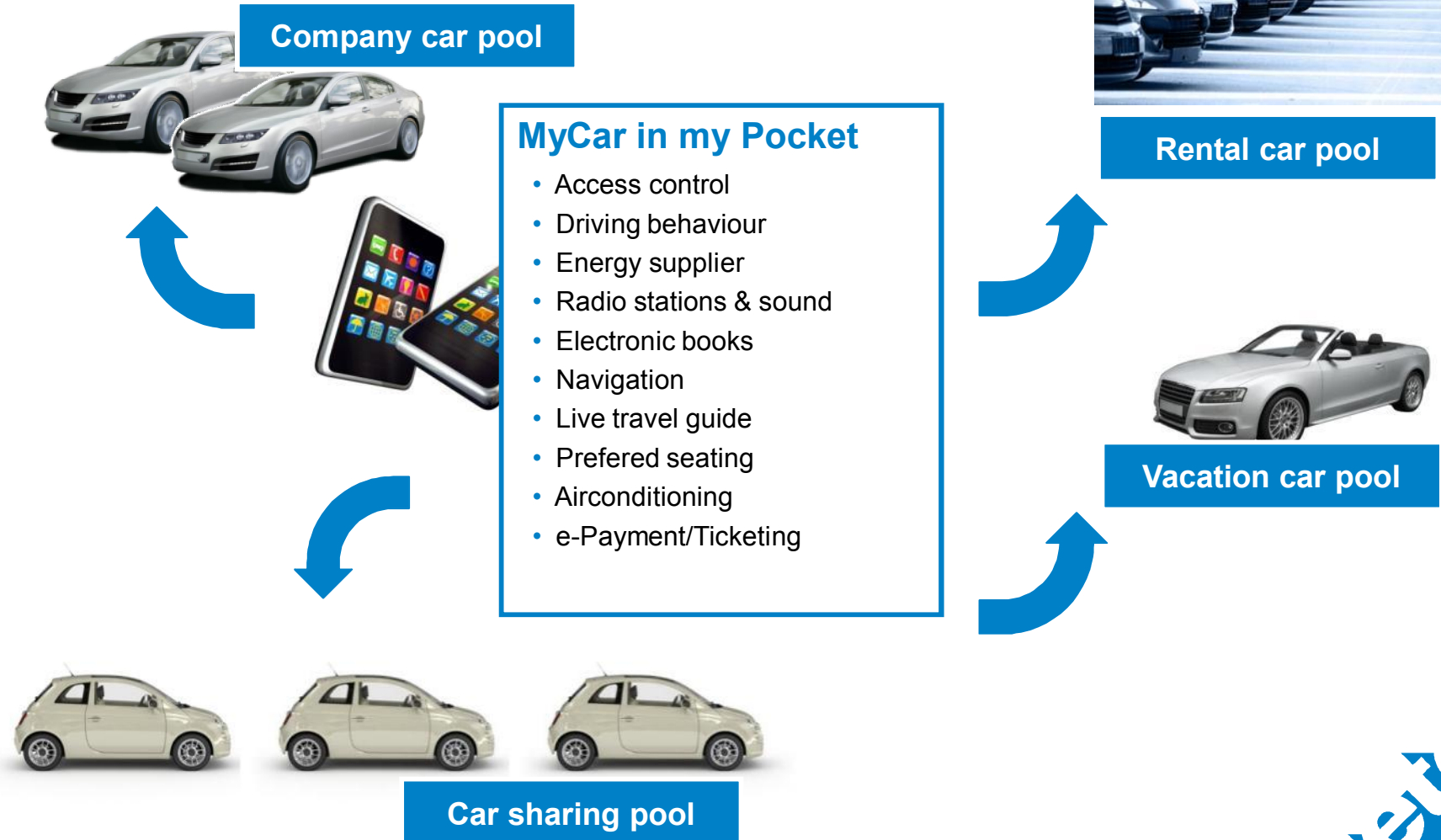
There is not only one business model.

Next generation InVehicle Online-Services consist of diversified offerings which have to be aligned with the consumer's profile and situation.



Simply: MyCar

Holistic mobility concept vs ownership



Compilation of content

Convergence of media and brands





Rethink

The modern customer will not accept boundaries.

Motivation, suitable incentives, personalization and customer value will become the key criteria for future success.



Chances

Vision of a common initiative

tielo

Chances

**Innovative business
models**

**Collaborative
investments**

**Open system
architectur**



**Trust and security
via standards**

**Open & scaleable
networks**

Chances

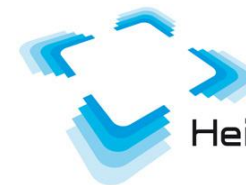
Find innovative business models

Build valuable partnerships with alliances, open organisations and initiatives, like



Initiative Content for Connected Cars (CCC)

- Collaborate based on proven methods, guidelines and rules
- Secure work results
- Seek synergies by networking



Heidelberg Mobil



Conclusion

The technologies and concepts are already existing.



Success is depending on the willingness of collaboration.



**Knowledge.
Passion.
Results.**

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