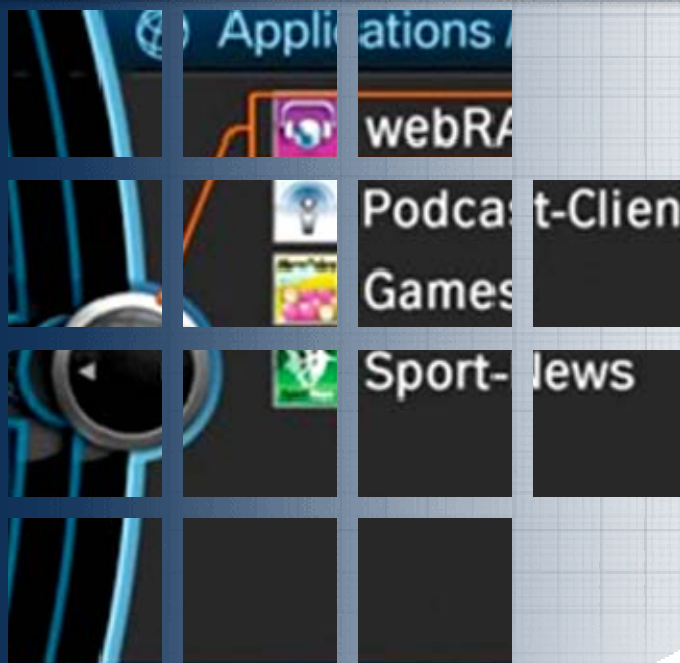


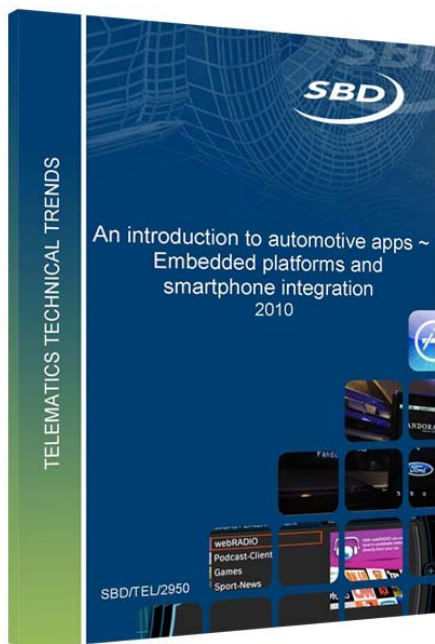
Adding clarity to app-based infotainment



A hype-free assessment of the future opportunities for app-based infotainment...

Automotive Apps promise to unshackle in-car infotainment systems by allowing consumers to download new features and services during the lifetime of the car. However, to enable this evolution vehicle manufacturers and suppliers are faced with a dizzying array of technologies and an uncertainty of which solutions will become mainstream.

SBD's latest report provides a hype-free assessment of the different technical solutions that are available to enable drivers to safely access apps in the car, either through embedded platforms or integrated smartphones. Additionally, the report analyses the impact that these different technical solutions will have on product and business strategies.



This report will help you:

- Balance end user needs for applications with **real business benefits**
- Decide between Operating System or Middleware to **deliver applications successfully**
- Understand the opportunities and limitations of **screen duplication** solutions like Nokia's Terminal Mode
- **Learn the different components required** to create an embedded app ecosystem

See next page for Free poster on Automotive Apps

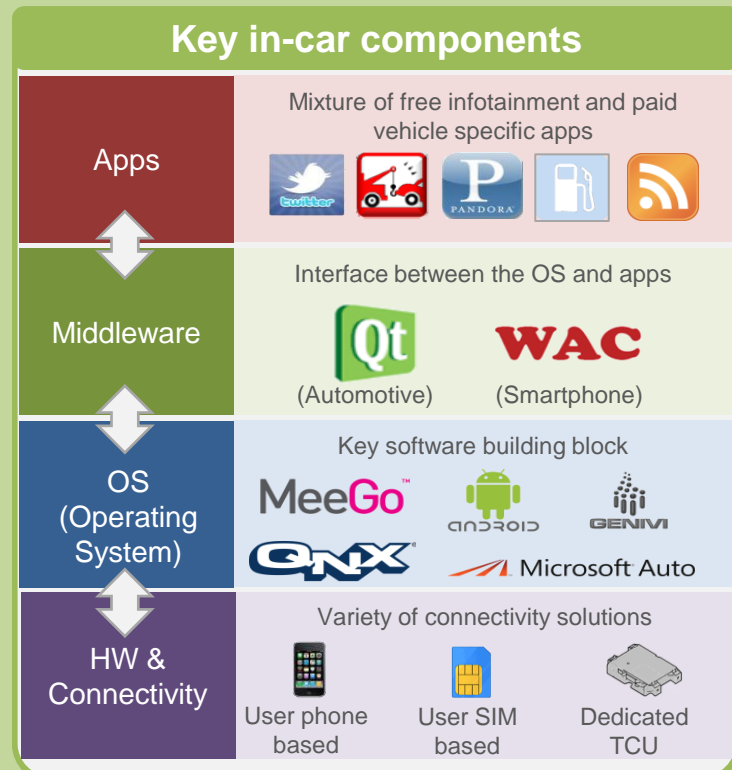


For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305101 and she will be happy to deal with your enquiry.



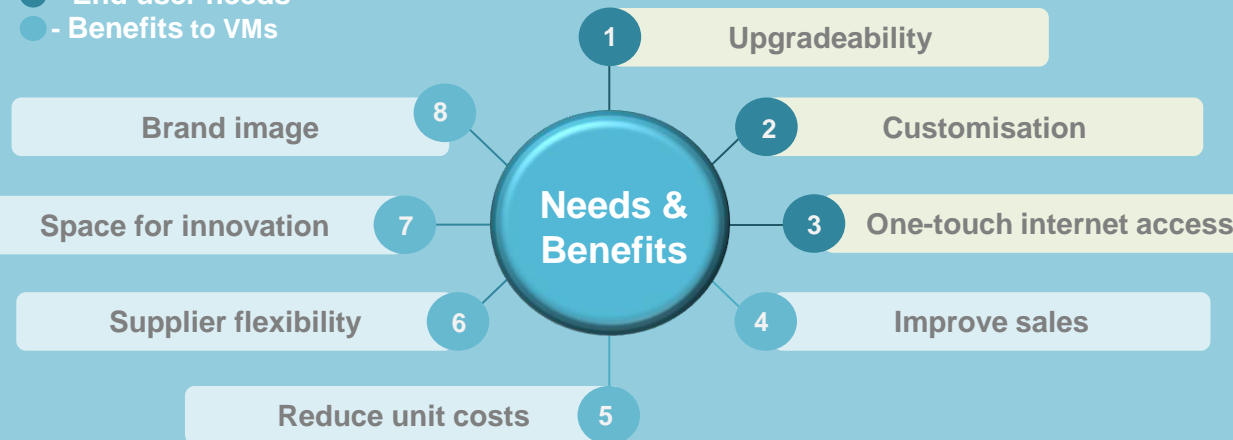
Automotive Apps

Embedded apps platforms



1. The need to develop in-car apps

- End user needs
- Benefits to VMs



2. The options available

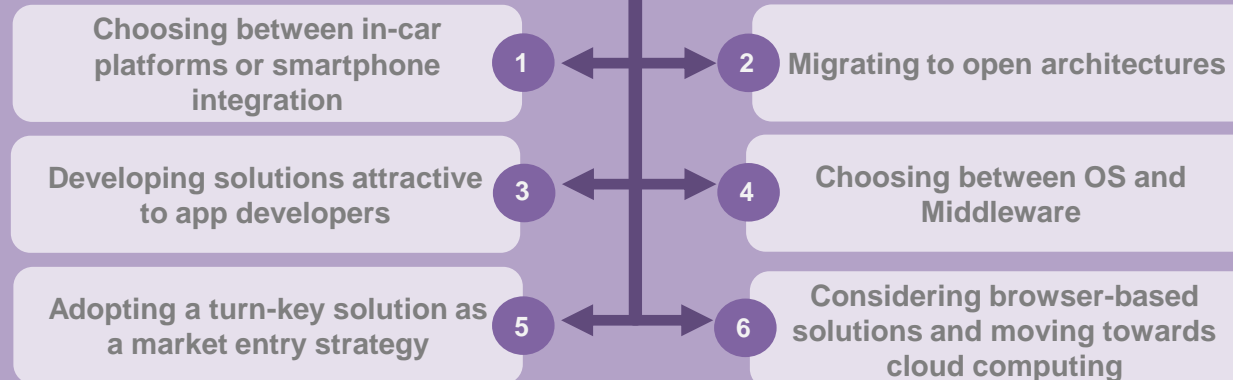
Embedded apps platforms

Developing in-car platforms that are capable of downloading new apps during the lifetime of the car

Integrating smartphones

Leveraging smartphones by enabling drivers to seamlessly access phone apps in the car

3. Key considerations



Smartphone integration

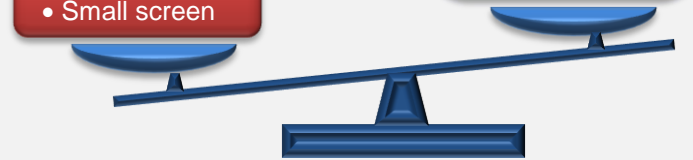
The need for smartphone integration

Benefits of smartphones outweighed by small number of important drawbacks

- Legislation
- Small screen

BENEFITS

- High processing power
- App support
- Extensive data plans
- 3G support
- Always with user



Options for smartphone integration



The SBD Mission...

... to provide our customers with the knowledge, insight and understanding they need to develop class leading Telematics and Vehicle Security products and improved Cost Of Ownership performance

About the report author...



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Abhi graduated from Anna University in India with a degree in Automotive Engineering before achieving a Masters degree in Vehicle Technology and Management at the University of Bradford. At SBD, Abhi specialises in technical and market research on ADAS and navigation systems. He is also actively involved in the testing of numerous in-vehicle systems.

Pricing:

Report	Electronic pdf copy
2950 - An introduction to automotive apps ~ Embedded platforms and smartphone integration	£1100/ €1400/ \$1750

For a quotation or further information please contact Juanita Appleby on:

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