

NoAE Innovations-Competition 2010

Topic Cluster 2	
Heading Claim Tags	Communication and information technology in vehicles Car complies new customer requirements Mobile services – navigation - telematics – car2car – car2x – infotainment – entertainment - data management - remote services
Description	<p>Cars are not only a means of transportation. They have to fulfil individual and personal demands as well. Capabilities and Services have to cover all areas of life. Cars are vehicles as well as lifestyle products.</p> <p>New business models and concepts of mobility, such as 'better place' and 'car2go', require a large increase in the utilisation of Information and Communications Technology (ICT). Even electro mobility is not possible without support from this area of technology.</p> <p>Driving functions shall be simplified with targeted information, driving in general has to be safer and time exposure in cars is to be spent favourable and useful.</p> <p>Information, features and applications from the Internet will be available and completely new services may be created.</p> <p>Products from the consumer electronics (CE) industry conquer the automobile. Services und new functions will be integrated or operated via interfaces. The automotive industry has to face shorter periods of development and faster cycles of innovations from electronics and software.</p> <p>Ideas and innovations from the ICT are wanted to support these topics. Today in North America already 80% of innovations in vehicles are from this sector. Surely not all of the</p>

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	internet services are useful in cars but perhaps there will be some totally new inventions.
Key points and sub-items	<ul style="list-style-type: none"> • Mobile Services in vehicles – what benefit will be achieved? • Operability in cars – human machine interfaces (hmi). • What will customers really need? •
Considering customer needs	<ul style="list-style-type: none"> • Connectivity • Private use of CE as an driver for innovation in the automotive industry? • Seamless integration of services • Integration of technology or interfaces? • ...
Where innovations are found	<ul style="list-style-type: none"> • Automotive, Consumer Electronic, Internet Services, WEB (2.0), Application Provider, Telecommunications, Telematics, Navigation • Navigation Services • Everywhere – right there where transformation into vehicles makes sense • ...
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