

DRIVER EXPERIENCE



Infotainment in Motion

Today's leading connected cars offer a driver experience enhanced by streaming music, navigation, hands-free calling, voice recognition, and more. With the rise of smartphones and other mobile devices, tech-savvy drivers expect to access their personalized universe of apps, content, and services anywhere—with seamless handoff from device to vehicle and back again. Behind the scenes, delivering infotainment into a vehicle relies on a dizzying array of automotive telematics technology, specialized software, and

integration expertise that both extends and complements the traditional automotive value chain.

That's why the world's leading automotive companies partner with Airbiquity by choosing the Choreo™ connected car services delivery platform as the foundation for their connected car programs including the procurement, deployment, and management of global and regional infotainment content.

Choreo Provides the Following Benefits



Vehicle Connectivity
& Integration



Private Cloud
Model



Program Lifecycle
Management



Dynamic Content
Delivery



End User
Management



Call Center
Management



Business
Intelligence



One Platform is All You Need

Choreo is a fully integrated, cloud-based platform designed from the ground up that leverages the latest technology to fulfill the expectations of the connected car today. Choreo integrates a diverse spectrum of wireless networks, devices, applications, content, and services making the driver experience instantly familiar and personal.

Choreo is supported by a global network of secure and highly available private data centers. Its system architecture enables the

configuration and deployment of connected car programs at the make, model, and country level using a single platform and interface while ensuring compliance with local regulations. Choreo isn't vaporware: it's available now in 50+ countries and 30+ languages. In fact, millions of vehicles connect to Choreo every day, generating hundreds of millions of transactions per month and growing rapidly.

Driver Experience Offering

Building on Airbiquity's foundational Connected Vehicle offering, Driver Experience provides a turnkey infotainment ecosystem and dynamic update capability. With Driver Experience, automotive connected car program managers can configure content menus for specific vehicle makes and models by country. Drivers can then make selections from the menu using their smartphone or PC to seamlessly integrate their personal preferences into the vehicle experience. Driver Experience also ensures that all infotainment content is continuously updated from the cloud without requiring any driver involvement.

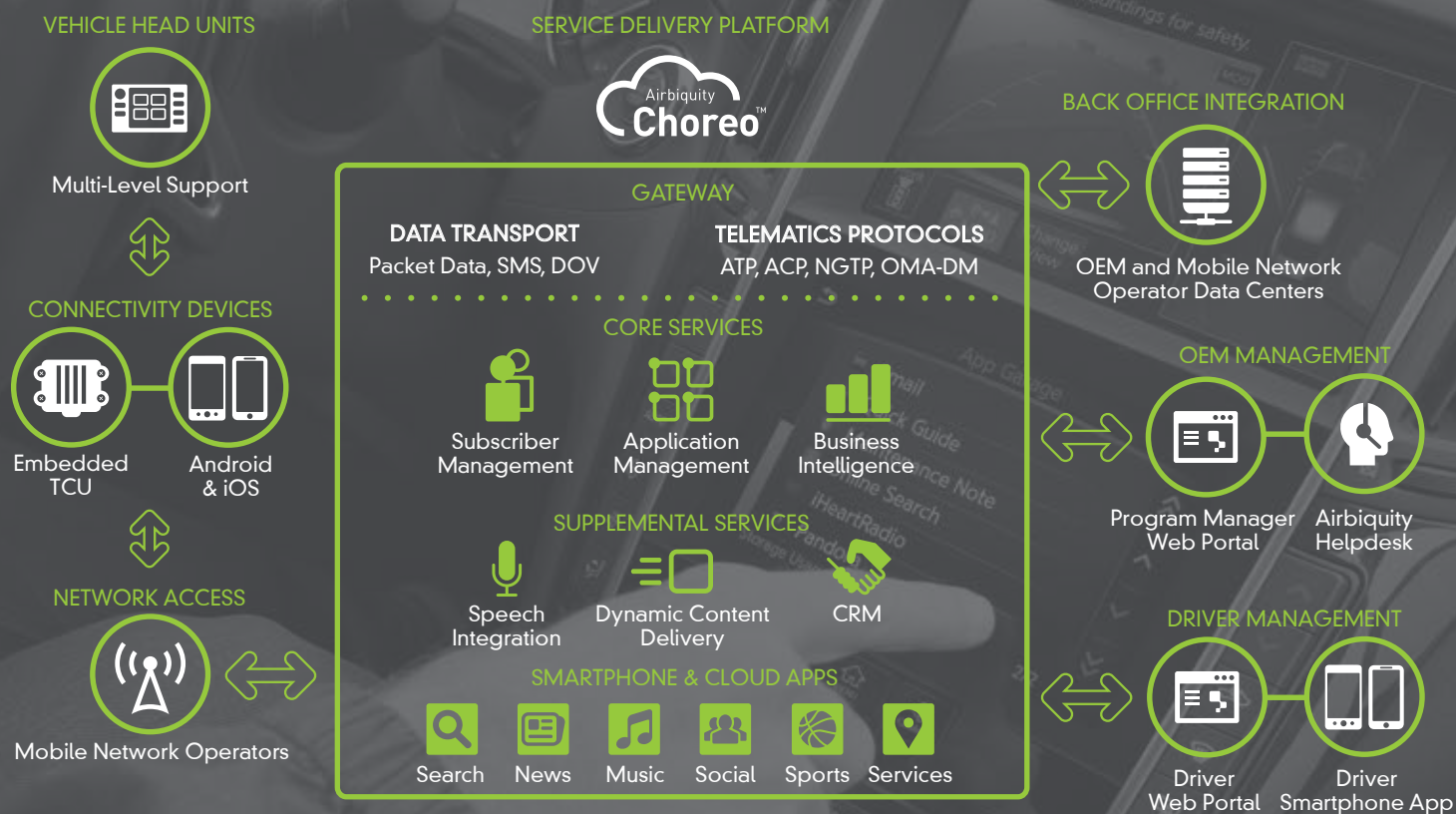
Connected
Vehicle

Driver Experience

Driver Assistance

Driver Efficiency

Driver Experience: Infotainment Delivery



Driver Experience Features

For Drivers

- Personalized content through smartphone integration
- Seamless compatibility with either iOS or Android smartphones
- Most popular smartphone app, content, and service offerings
- Simple and intuitive user interface for ease of content access
- Safe control via voice recognition and text-to-speech
- Self-service via driver web portal and smartphone app
- Dynamic updates ensure the system and content is always fresh

For Automakers

- All of the fundamental features of the Airbiquity Connected Vehicle Offering
- Rapid and flexible infotainment delivery and management
- Access to a managed portfolio of global and regional content
- Ability to customize infotainment programs by make, model, and market
- Centralized vehicle and driver account management
- Robust app level policy-based management controls to mitigate driver distraction
- Dynamic over-the-air app, content, and service provisioning directly from the cloud
- CRM engine for customer communications

Airbiquity: A Proven Leader and Trusted Partner

Airbiquity is a global leader in connected car services and a pioneer in automotive telematics technology, the foremost application of machine-to-machine (M2M). We lead the industry in automotive telematics deployments worldwide and maintain established business partnerships with the most influential ecosystem players across the telematics value chain. Airbiquity has the proven services, scale, and expertise to make any connected car program a global success.

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