

QNX Automotive Summit: China
Canada Pavilion, Expo 2010 Shanghai
26 August 2010



LTE Connected Car – Building Profitable Business Models Together

August 26, 2010

ZHENJUN ZHU

Lead, Ecosystem and Partnerships
Alcatel-Lucent APAC



The ng Connect Program



The ng Connect Program brings together leading stakeholders in multiple industries, shaping and enabling the direction of the end-user demands for an easily connected yet untethered experience.

This collaborative partner program brings together a broad spectrum of companies within a strong ecosystem to effectively innovate, remove business and technical barriers, define new business models, accelerate mass adoption of new services and devices, and speak to the market with a strong collective voice.

ng Connect Program is the best ecosystem development program to support 4G / LTE

ng Connect Focus Areas & Membership Today



Consumer
Media &
Entertainment

Enterprise
Collaboration &
e-Healthcare

Automotive
Connectivity

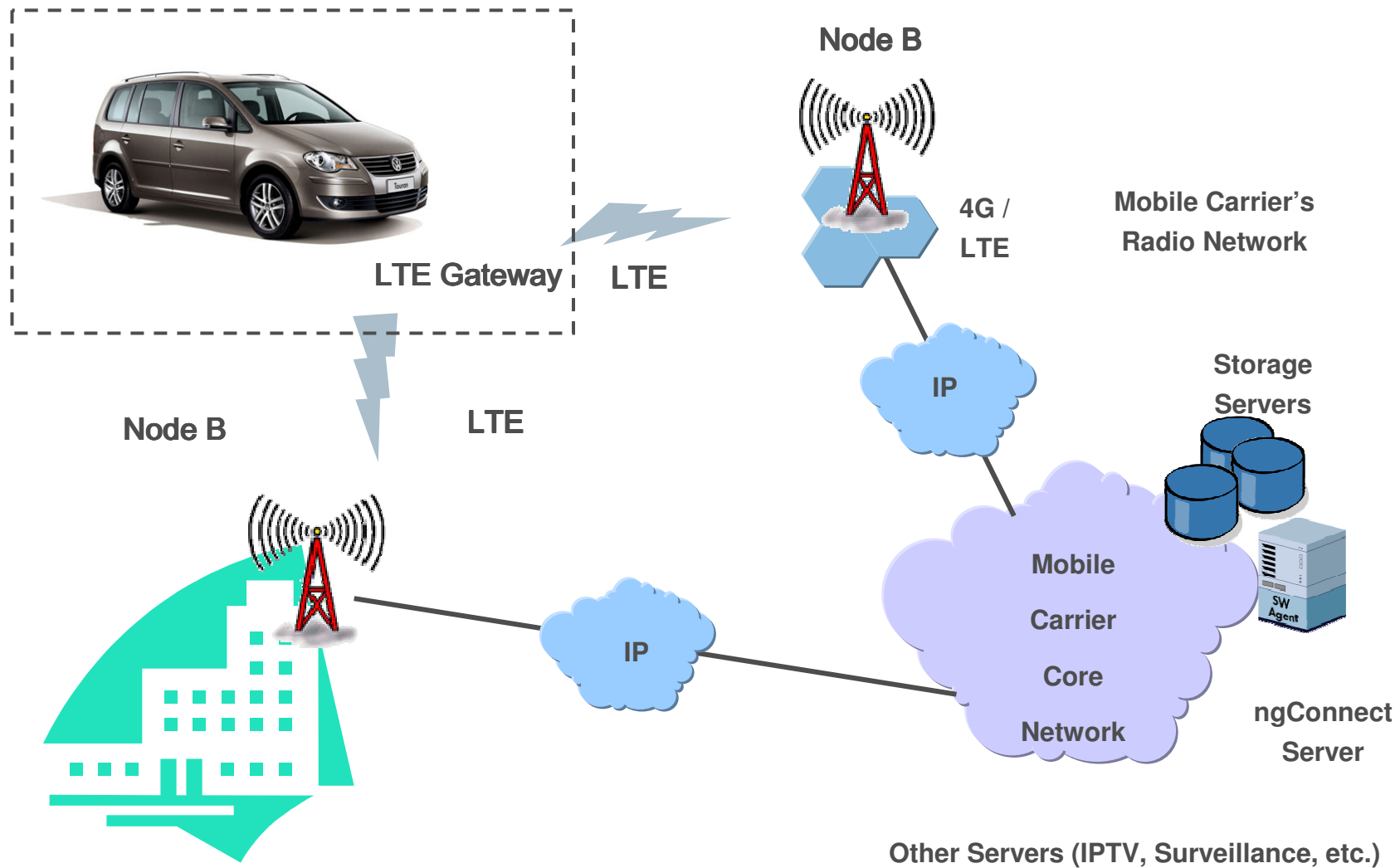
Digital Signage

Computing
Experience

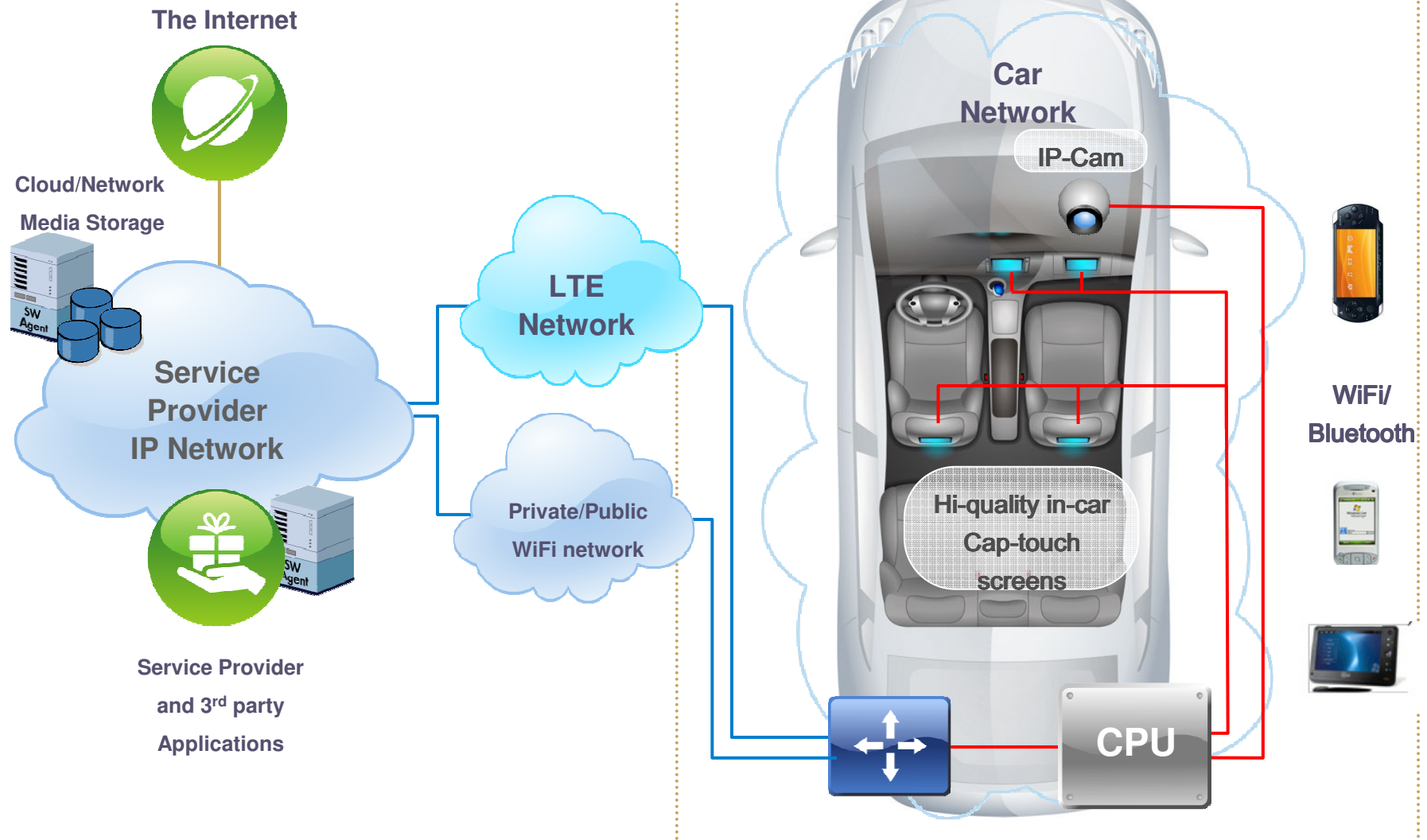
Signed Companies



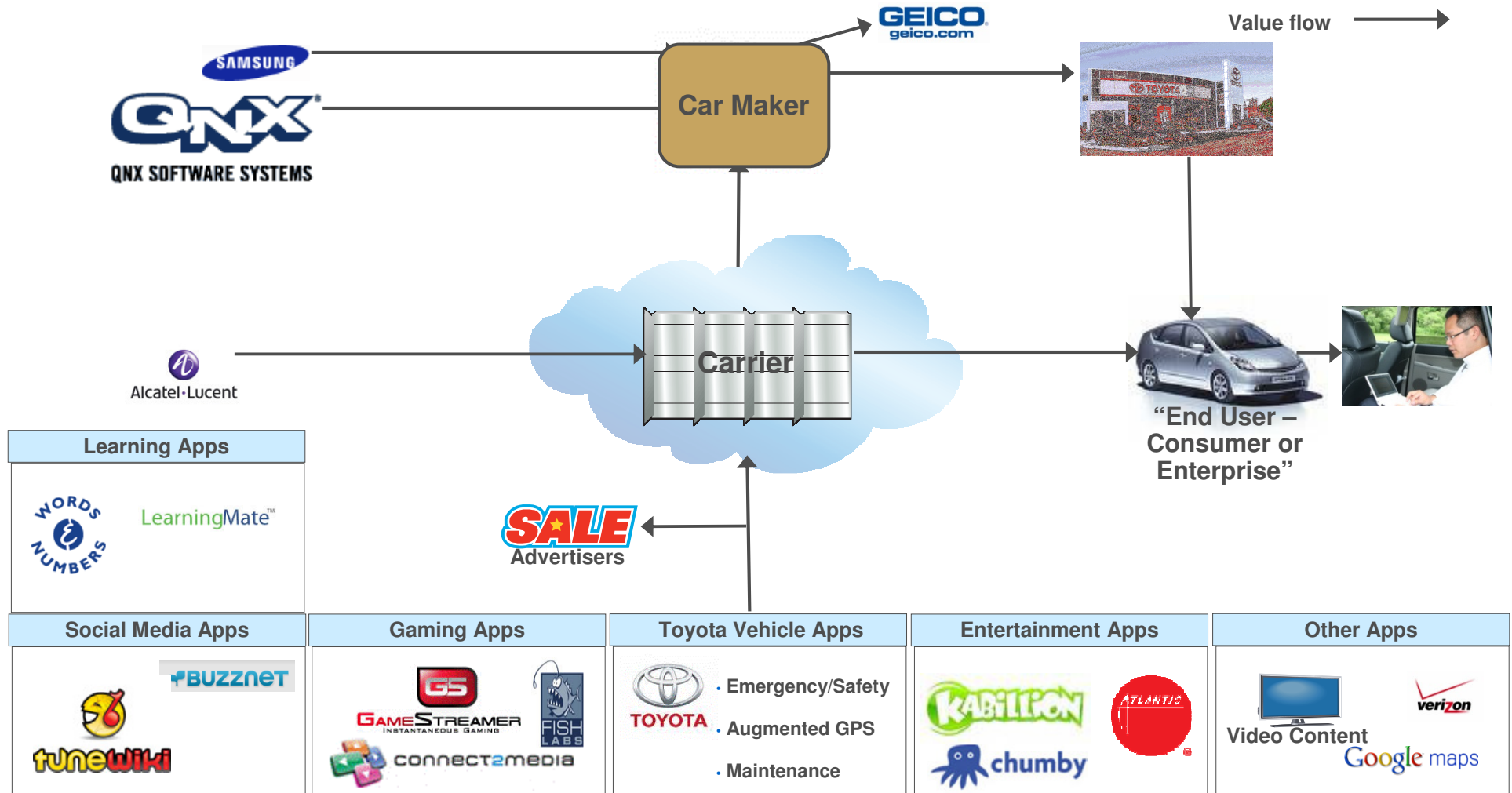
APAC LTE Connected Car - Network Architecture



Intelligent Network + In-Car Hardware and Software



Building the Connected Car Ecosystem



Basic value flow – integrated ecosystem view

Alcatel-Lucent Application Enablement Vision



Applications & Content

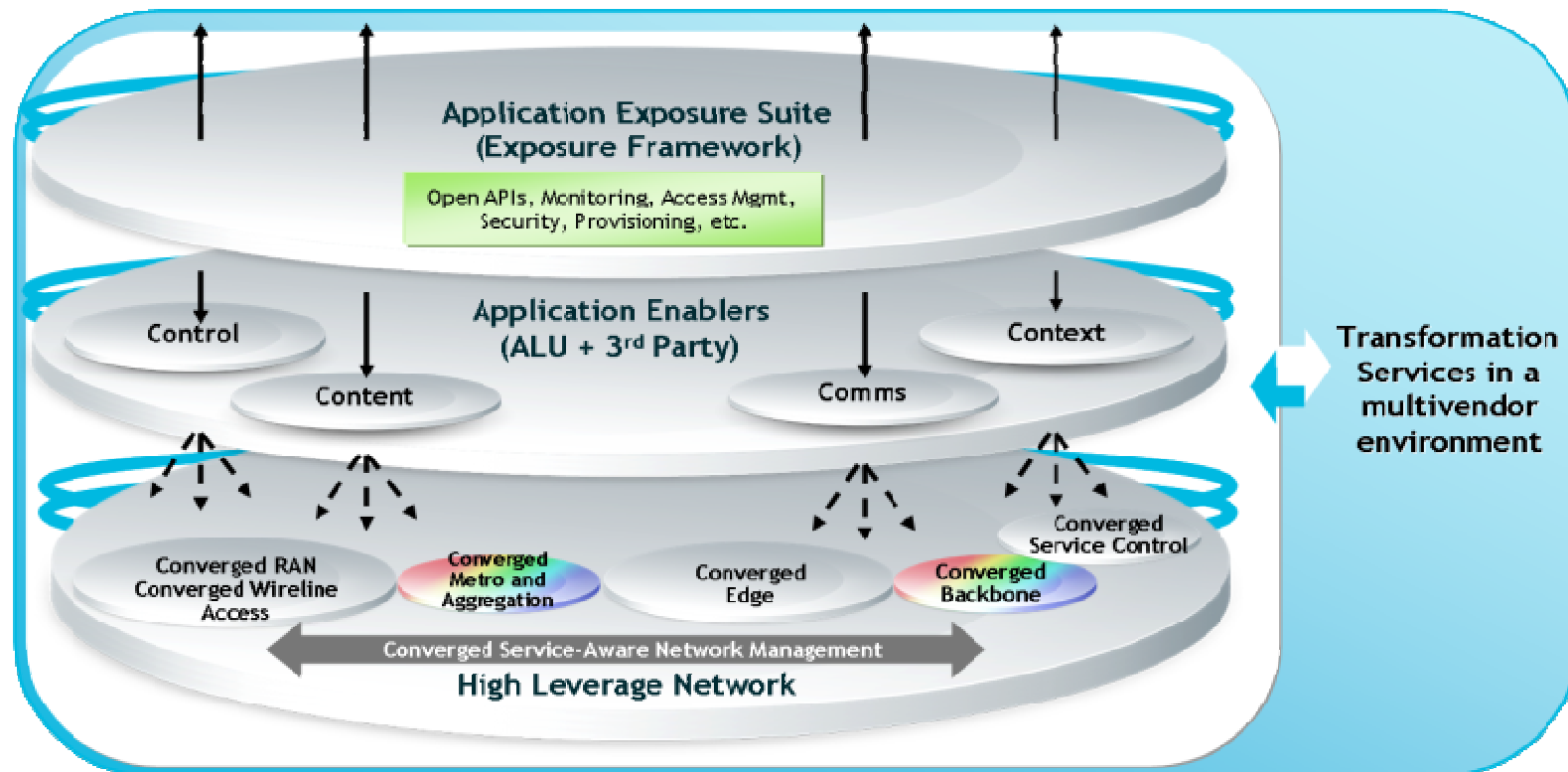


ng connect
program

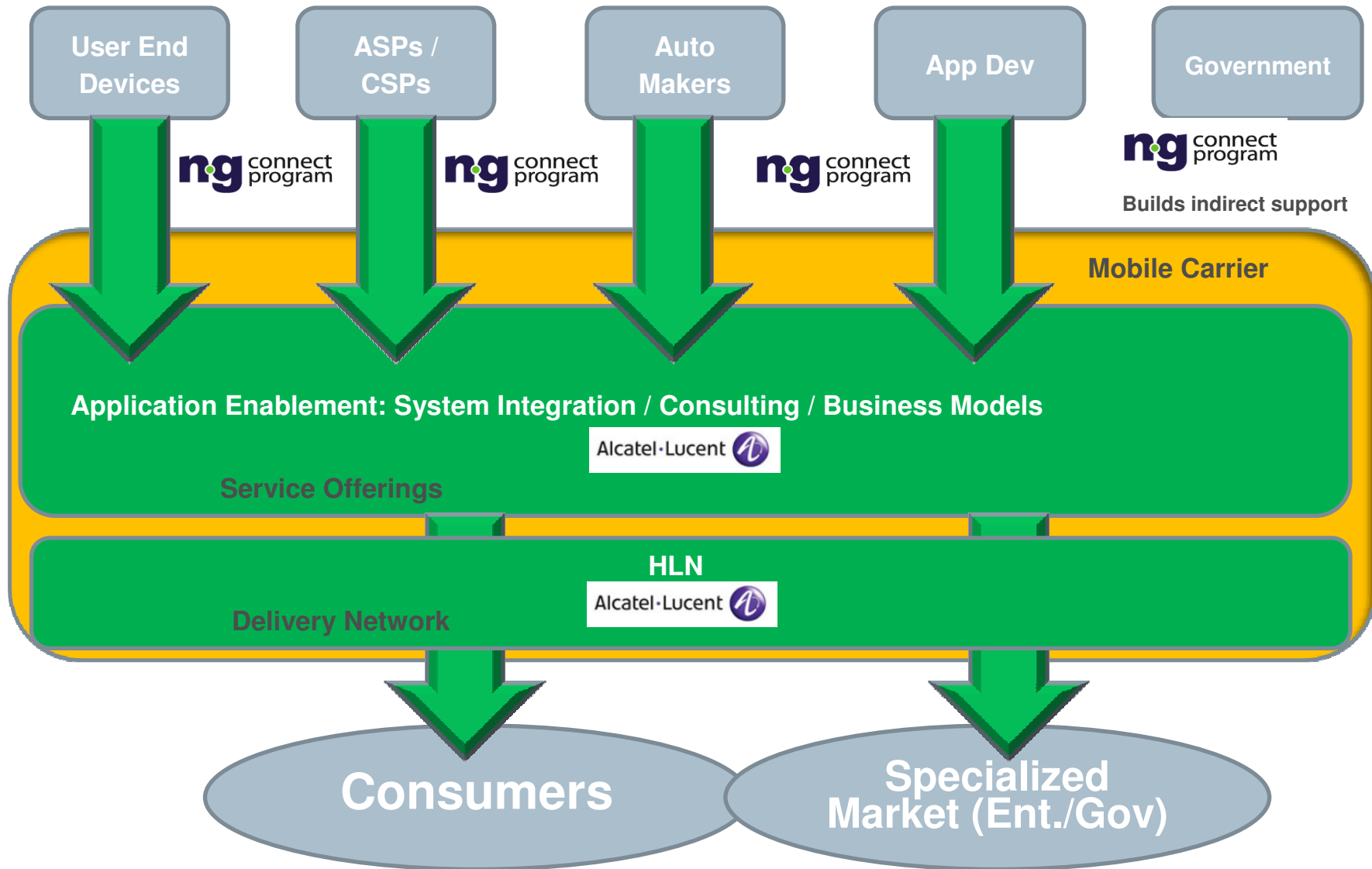
Developers & Partners



Enterprise and Consumer Applications



Closing - Realizing the Vision Together!



ng connect
program