#### **QNX Automotive Summit: China**

Canada Pavilion, Expo 2010 Shanghai 26 August 2010



# **Car Infotainment In a Connected World** August 26, 2010 Kelei Shen Vice President, China R&D Center, **Harman International**

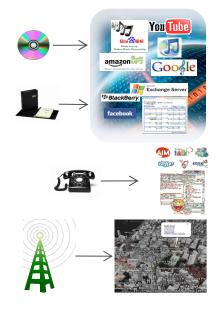
#### **Market trend**

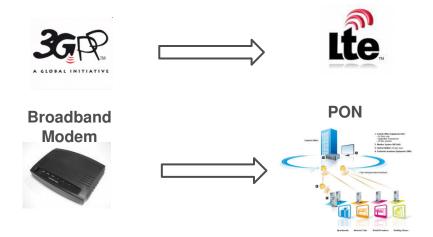


## Network connection bandwidth is increasing

- Network to home from copper to optical
- Wireless network from 3G to 4G
- Ethernet from 100 Mbps to 1 Gbps to 10 Gbps

#### More and more IP-based





## Information, communication and services

- Information from device centric to content centric
- Communication from analog voice centric to digital message centric
- Service from broadcast to location based

#### Connectivity



- In-car connectivity contains two parts
  - CE device connectivity
    - Leverage the features on the mobile devices without duplicating same features in car
    - Shorten the gap between consumer electronics market and automotive market



- Telematics connected car
  - Infotainment head unit becomes a node on the internet
  - Access personal content from anywhere, at anytime



2

#### **Telematics – the hottest topic in China**



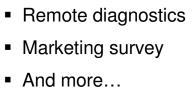
- Country-wide network infrastructure
  - Massive government spending on network infrastructure, both wired and wireless
  - Enough network bandwidth for not only small data packages, but also audio/video streaming
- Telematics-in has to be a whole solution
  - Client + Server + Network
  - Car + Home + Mobile Devices



#### To car manufacturers



- Great opportunity to ...
  - Bring end-user experience to the next level by bringing the content into the car
  - Bring car manufacturers and their consumers closer









Car Makers

### **HARMAN** and **QNX**



#### QNX

- Robust OS as a base
- Enable latest technologies to automotive industry





WHERE SOUND MATTERS











