

# Vehicle Network Application based on BeiDou/GPS



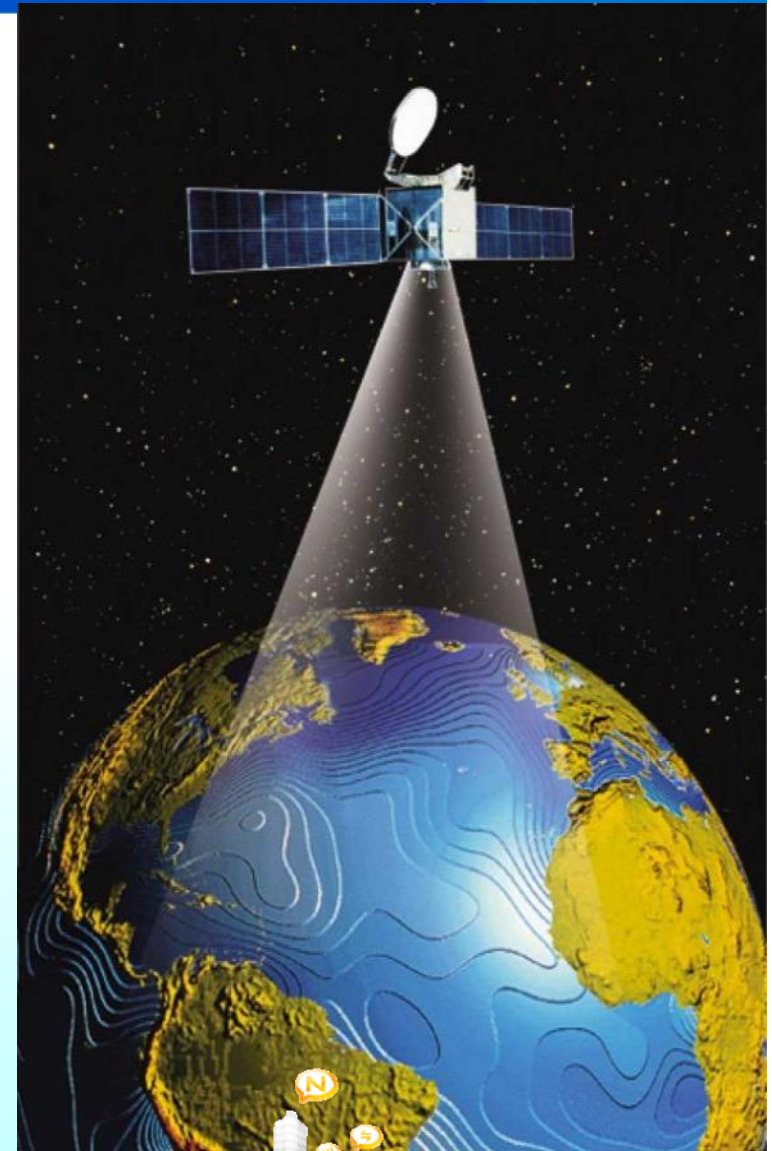
International Committee on  
Global Navigation Satellite Systems

**NavInfo Co., Ltd.**

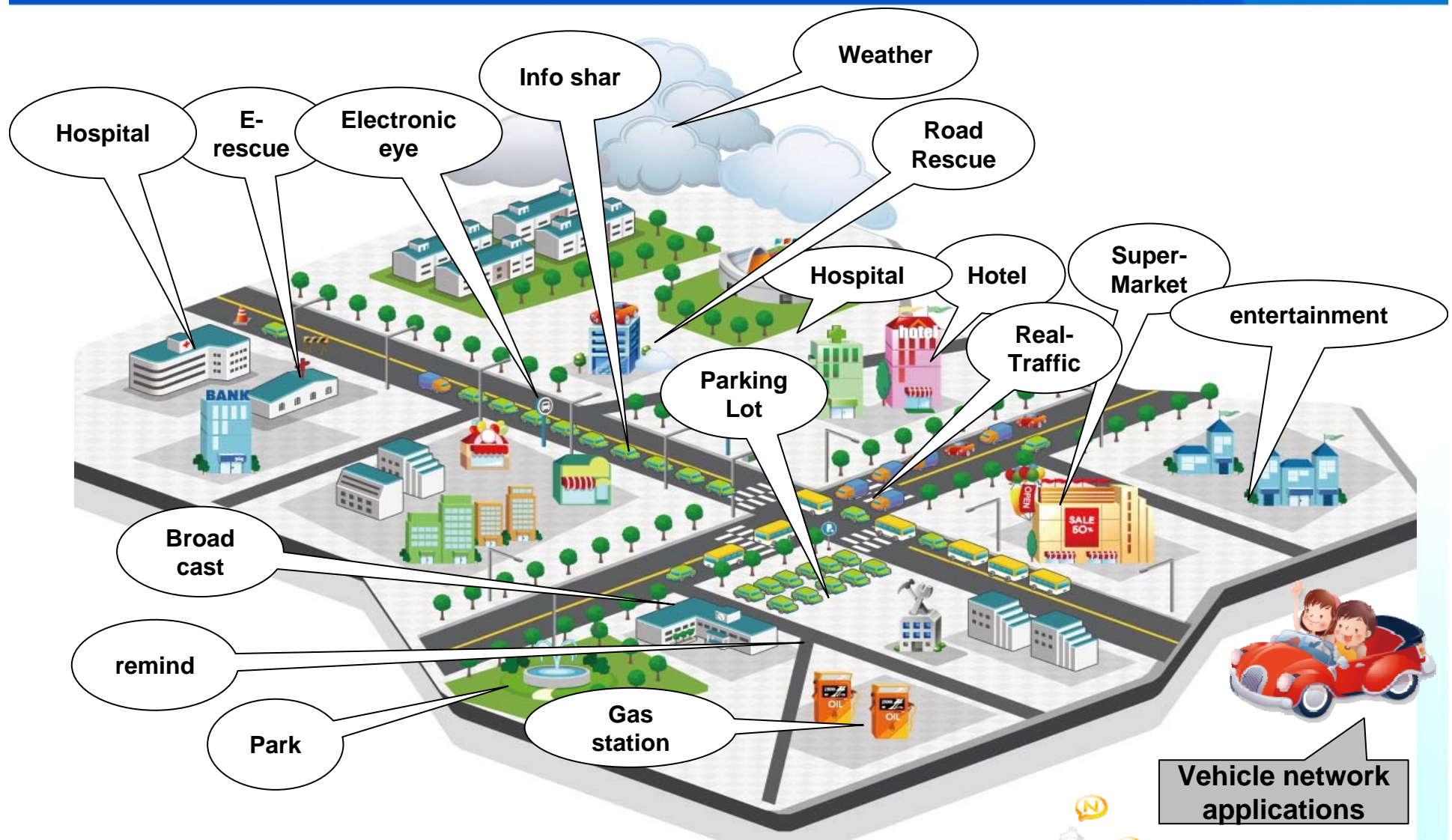
**President Dr. Sun Yuguo**

Nov. 2012

- **The current statuses of vehicle network industry**
- **Cloud platform of vehicle network service**
- **Conclusion**

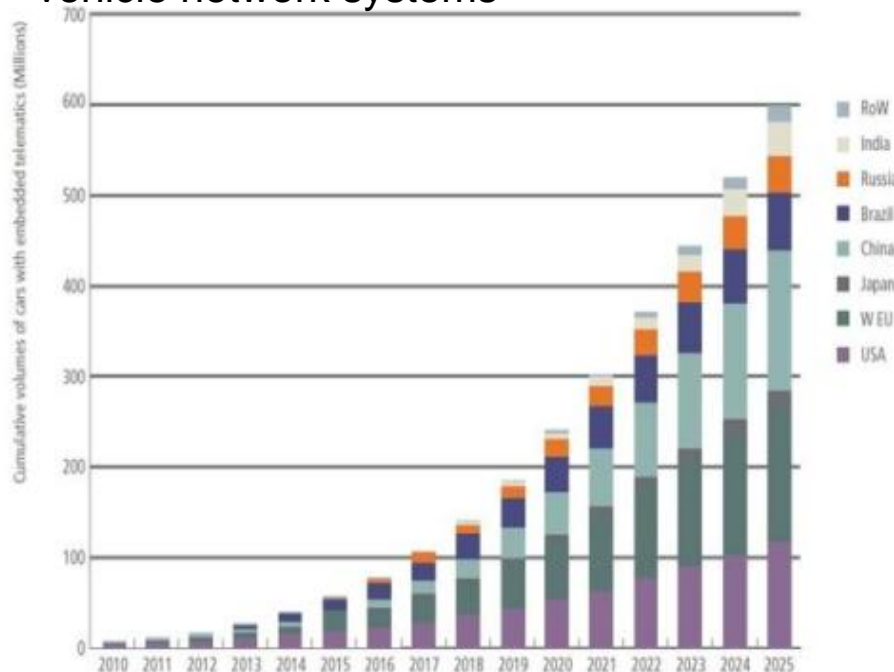


# Vehicle Network Applications

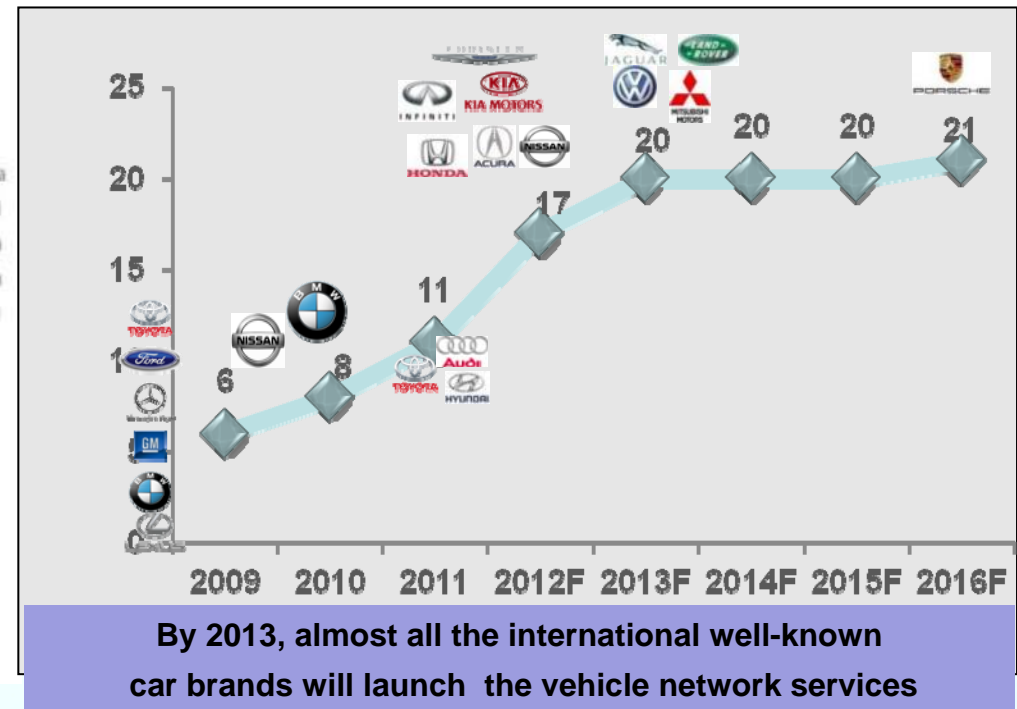


# Global Market Situation of Vehicle Network

Cumulative increase in the number of the car with vehicle network systems

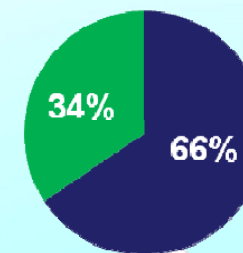


The rapid growth of the global vehicle network solutions



- Till 2011 the applications market scale of vehicle network reached **423.13 Billion**
- 2012, The loading rate of vehicle network system in the developed countries is more than **25%**
- Till 2025, there is expected to have more than **100 Million** vehicles equipped vehicle network system

Source: MIIT Car Information Alliance



2/3 of the car in North America in 2012 to provide vehicle network services

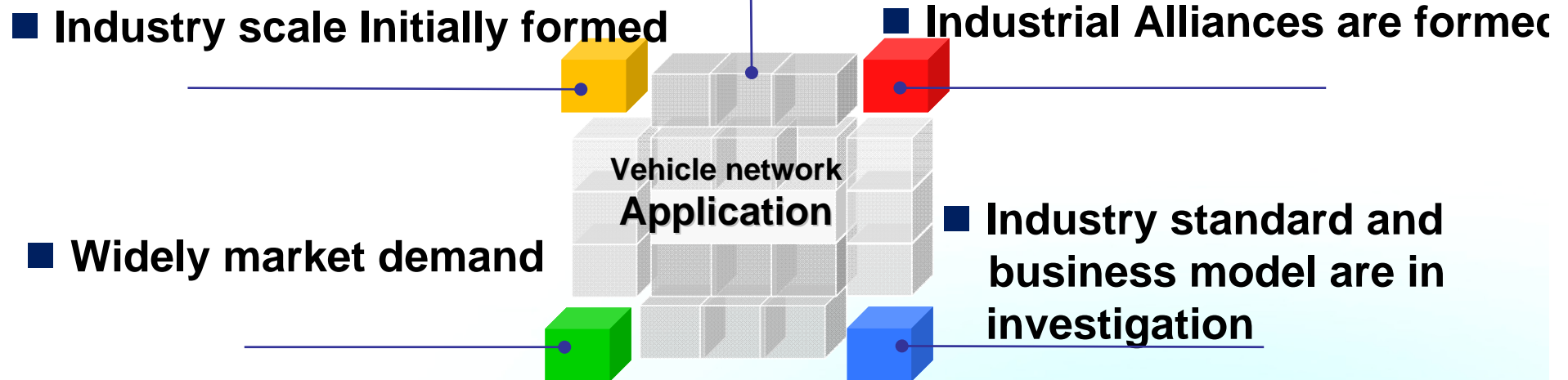
Source: Internal Analysis



# The market of China vehicle network grows rapidly

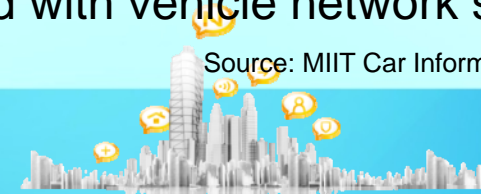


More and more car makers and system vendors begin the development or application of vehicle network services

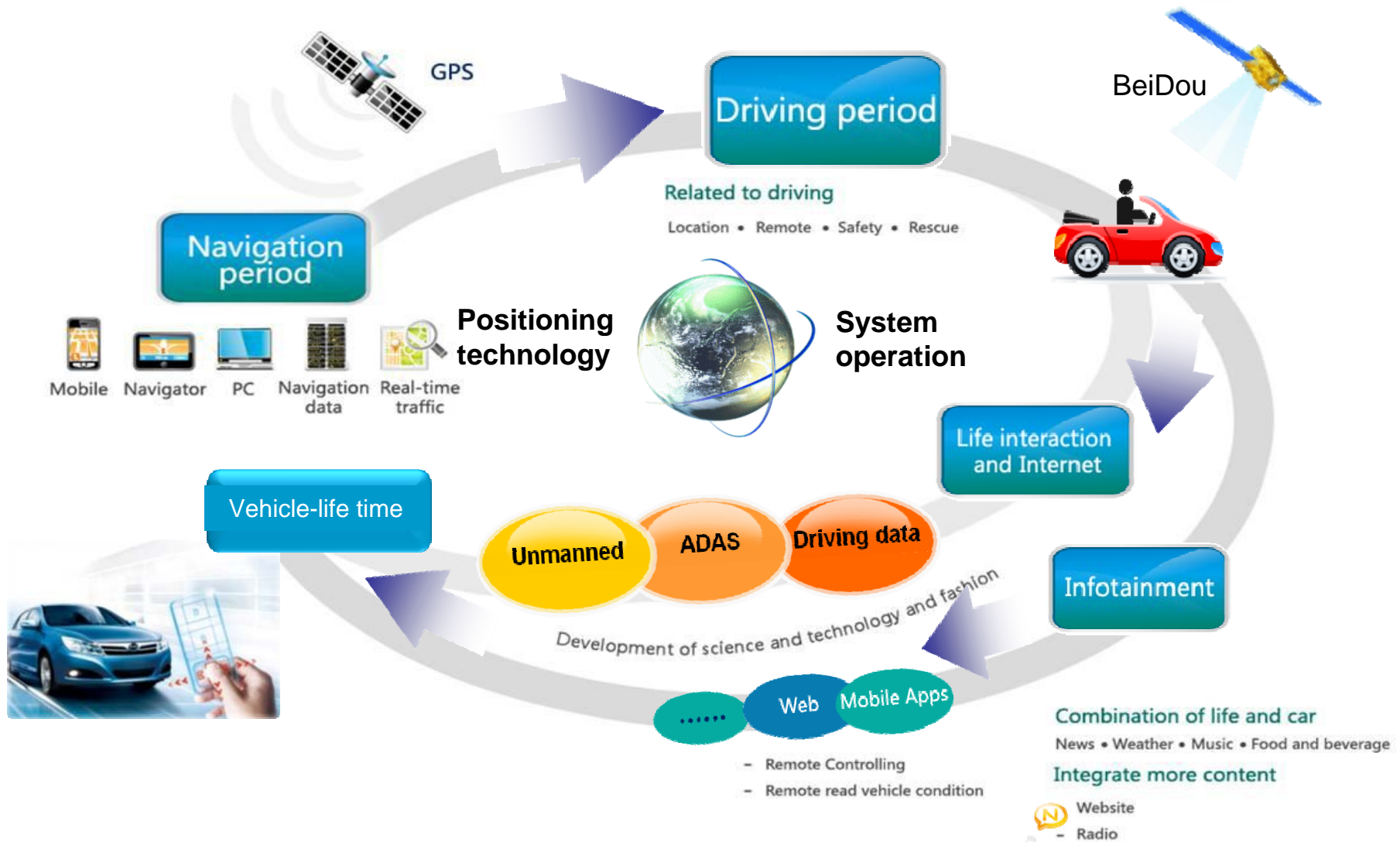


- In 2011, China vehicle network market scale reached **6.02 Billion RMB**, the year-on-year growth rate is **31.7%**, and took the **1.4%** share of the international market
- In 2012, it is expected that about **3%** equipped with vehicle network service
- Expected in 2015, nearly **10%** of the cars will be installed with vehicle network services

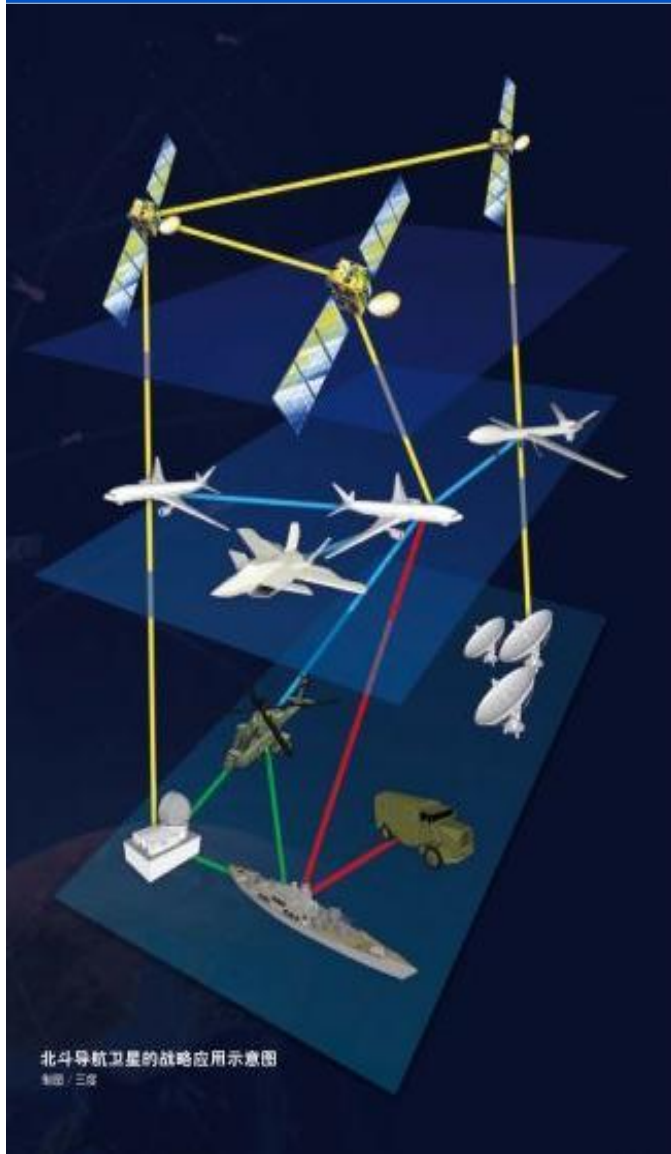
Source: MIIT Car Information Alliance



# Higher requests on positioning technology



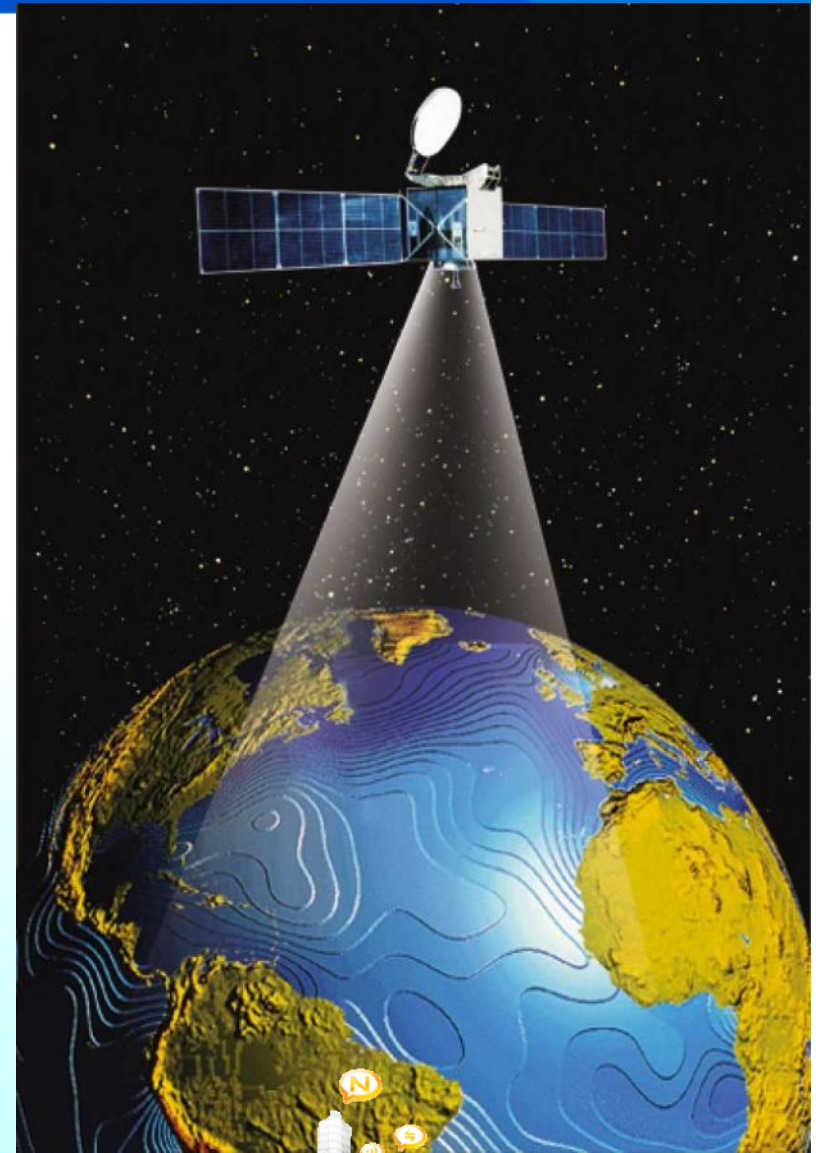
# BeiDou industrialization drives the development



**BeiDou and GPS, the dual system will make the positioning more accurate, the system running more stable; will promote the development and wider use of vehicle network industry.**



- The current statuses of vehicle network industry
- **Cloud platform of vehicle network service**
- Conclusion





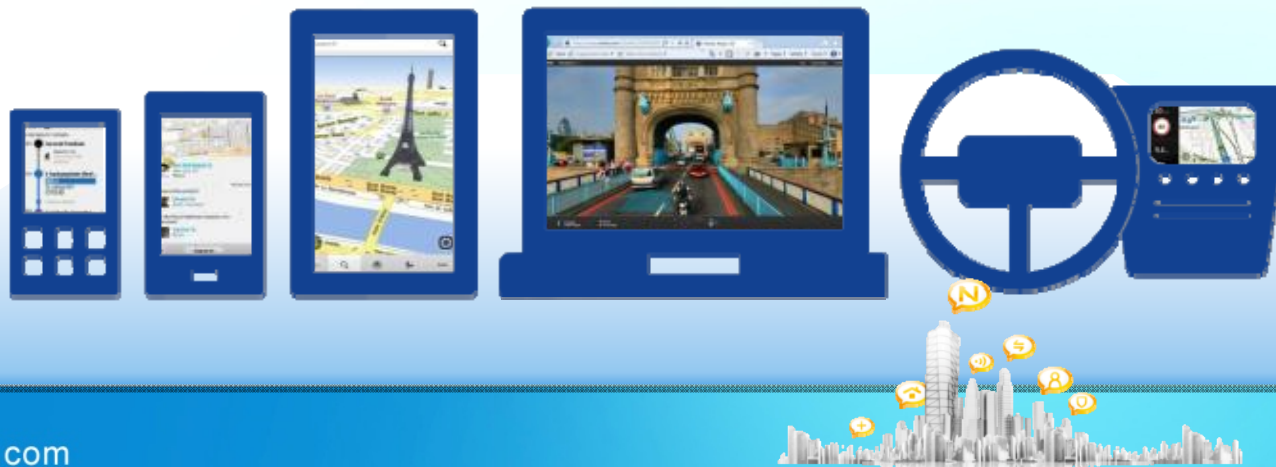
# Cloud platform of vehicle network service

NAVINFO  
四维图新



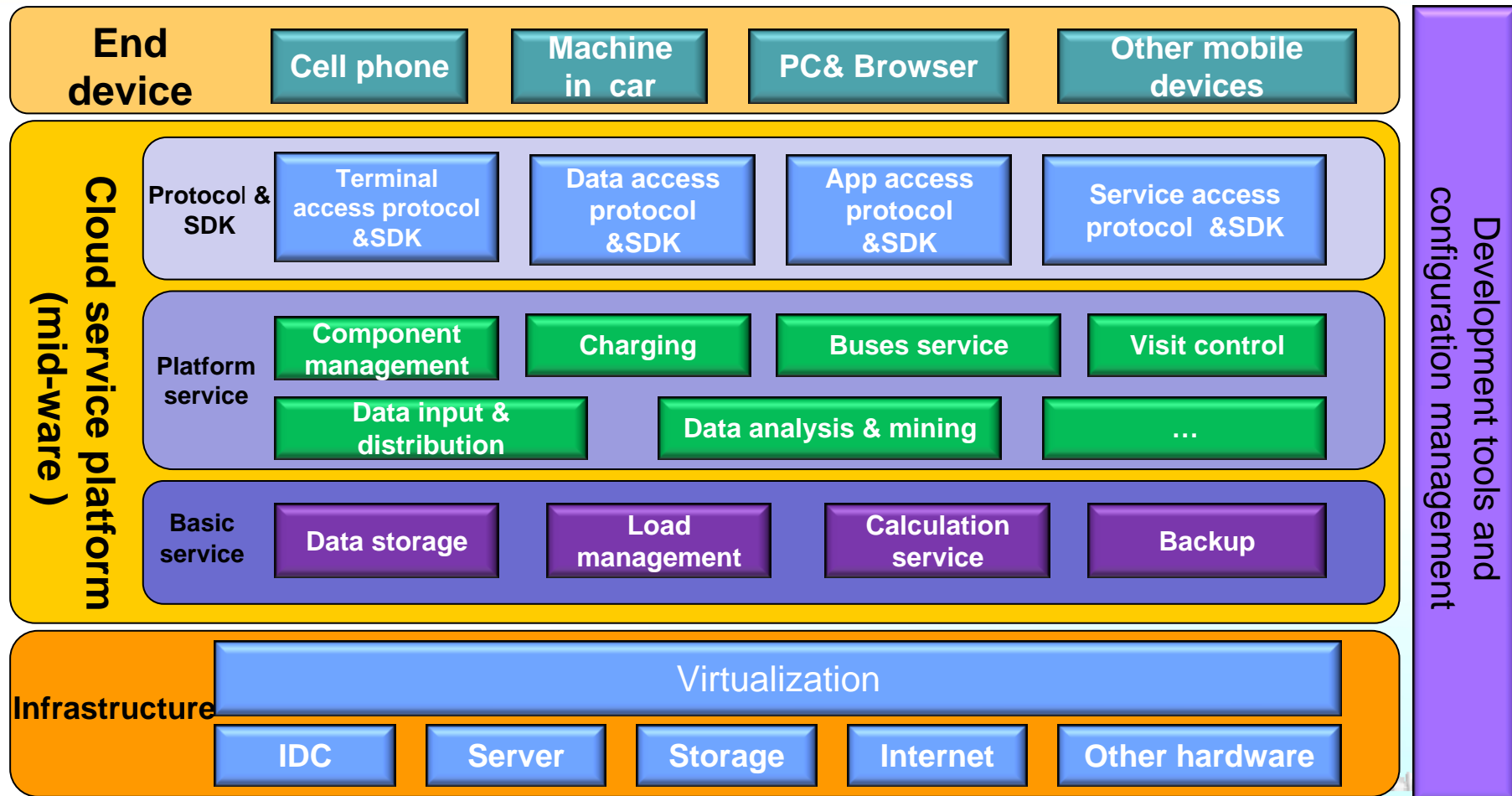
**The open and modular Cloud platform of vehicle network service**

NAVINFO  
(SSE stock code : 002405)



[www.navinfo.com](http://www.navinfo.com)

# Cloud structure of vehicle network service



- Infrastructure will be constructed in unit form
- Infrastructure unit will be constructed in accordance with the regions (Beijing, Shanghai, Guangzhou, Chengdu) gradually.





## The open three-layer service protocol standard

- Data access and distribution based on location
- Content, such as news, access and distribution
- Service access and distribution
- APP access and distribution



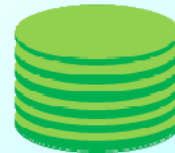
## Open and modular service Cloud platform

### Cloud mid-ware

- Cloud services middleware achieves high-quality Cloud service system with high concurrency, high access and distribution

### Open data access and distribution

- Multi-source data access and technology integration system
- Evaluation system of data credibility
- Evaluation system of service Quality



### Open public component library

- Basic services component library
- Business services component library
- Third-party distribution components library



# Global cooperation



Security & Safe

Living & Information

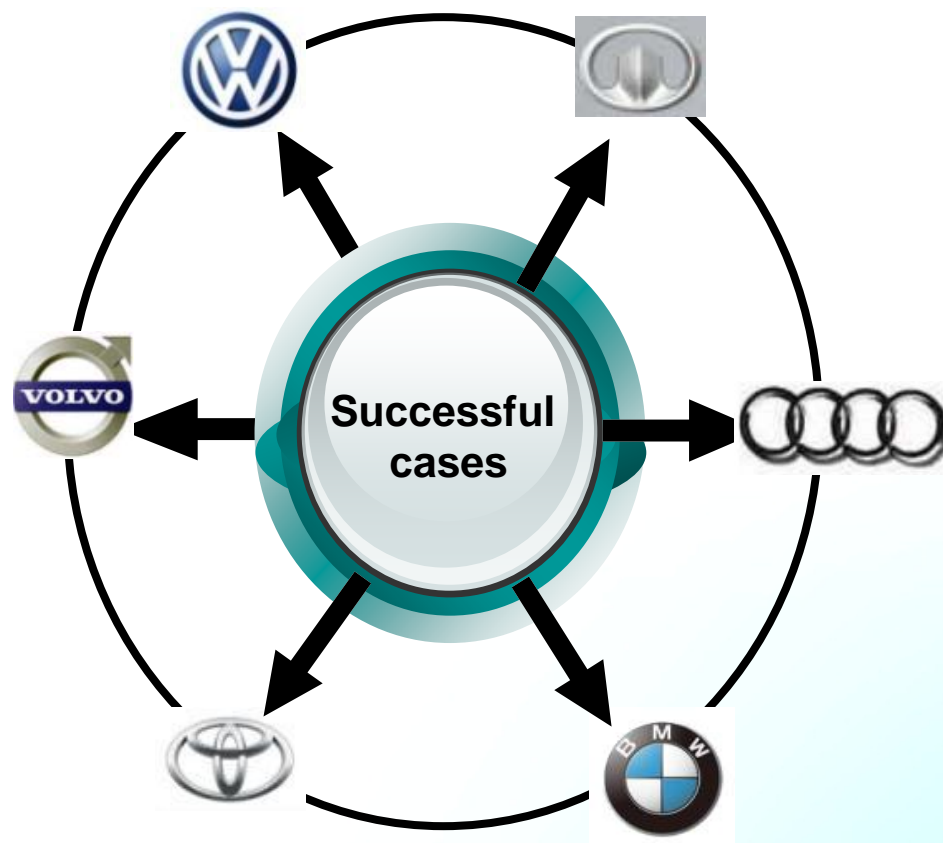
Interaction & share

Secretary service

Navigation Service

Voice Service





## Tier1 role::

- 1) Development of full set of T service
  - Backend, Mobile App, Web Portal
  - Content integration and service delivery
  - Call Center Client Website
- 2) System integration, operation and maintenance
- 3) Co-operation

## Tier2 role::

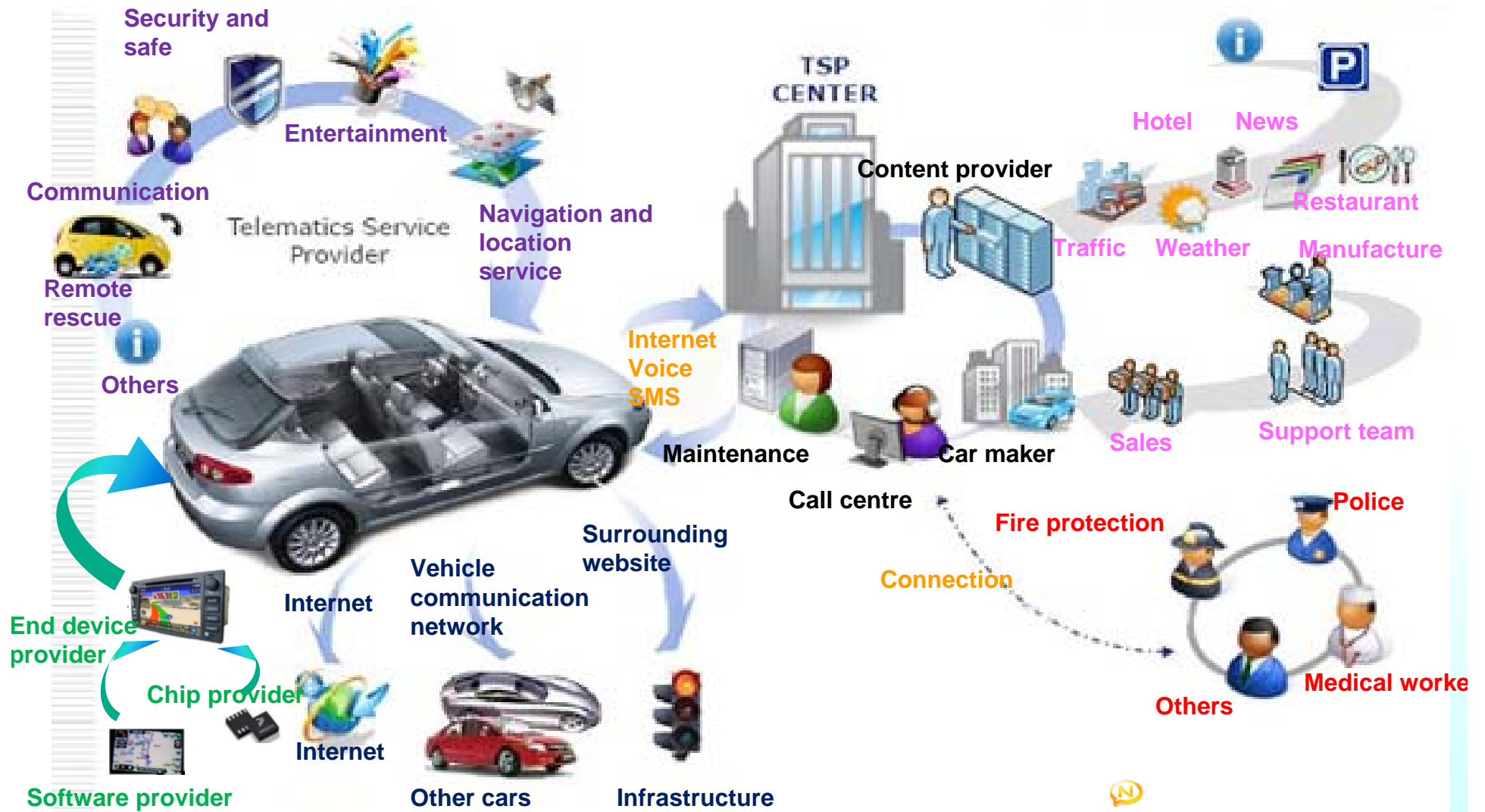
Provide GIS service and some content service

- POI online searching
- Online map service
- Geocoding and reverse geocoding service
- SendToCar service

...



# Close cooperation among different parties



# Conclusion...



1. Vehicle network market is growing rapidly in China and has huge potential;
2. BeiDou and GPS, the dual system will make positioning more accurate and system more stable; and will promote the development and wider use of vehicle network industry;
3. Hope to strengthen international cooperation and industrial chain based on the Cloud platform of vehicle network and to jointly develop the China market



Thank you!

