Vehicle Network Application based on BeiDou/GPS

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The current statues of vehicle network industry

Cloud platform of vehicle network service

Conclusion
Vehicle Network Applications

- Hospital
- E-rescue
- Electronic eye
- Info shar
- Weather
- Road Rescue
- Super-Market
- Hotel
- Real-Traffic
- Parking Lot
- Entertainment
- Gas station
- Broadcast
- Park
- Remind

Vehicle network applications
The rapid growth of the global vehicle network solutions

By 2013, almost all the international well-known car brands will launch the vehicle network services

- 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.

- Industry scale Initially formed
- Industrial Alliances are formed
- Widely market demand
- Industry standard and business model are in investigation

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

Related to driving
- Location
- Remote
- Safety
- Rescue

Vehicle-life time

Positioning technology

System operation

Unmanned

ADAS

Driving data

Infotainment

Life interaction and Internet

Web

Mobile Apps

Development of science and technology and fashion

Combination of life and car
- News
- Weather
- Music
- Food and beverage

Integrate more content
- Website
- Radio
- Remote Controlling
- Remote read vehicle condition

Mobile

Navigator

PC

Navigation data

Real-time traffic

GPS

BeiDou

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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.
Content

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Cloud platform of vehicle network service

The open and modular Cloud platform 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.
Key technology of the Cloud platform

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

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Global cooperation

Security & Safe

Living & Information

Interaction & share

Secretary service

Navigation Service

Voice Service

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Key cases

**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 reserve geocoding service
- SendToCar service

Successful cases
Close cooperation among different parties

- Security and safe
- Entertainment
- Communication
- Remote rescue
- Others

- Navigation and location service
- Internet
- Voice
- SMS
- Maintenance
- Other cars
- Infrastructure

- Content provider
- Hotel
- News
- Restaurant
- Traffic
- Weather
- Manufacture
- Sales
- Support team
- Police
- Medical work
- Fire protection
- Others

- Call centre
- Connection

- Chip provider
- Software provider
- End device provider
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!