



**Smart Cities**  
Innovation Summit Asia

# Smart Cars

Enabling the future of the automobile

Presented by George Parthimos  
CEO Connexion Media Ltd





# CONNEXION™

Enabling the future of the automobile

## Who we are & what we do

**WE SUPPLY SOFTWARE PRODUCTS AND SERVICES TO WEB-CONNECTED VEHICLES.**

Connexion Media is a technology company, listed on the Australian Stock Exchange, specialising in developing and commercialising software apps and services for the web connected car market. Our headquarters are in Melbourne, Australia, with a sales office in Detroit, USA and Cambridge, United Kingdom.

**We currently offer products and services in three categories**



**Telematics**



**Infotainment**
















**Data analytics**

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## Products and services

Our products and services are well positioned to take advantage of the future convergence of technologies.

	 Telematics	 Infotainment	 Big data analytics*
Our Products			Cloud based infrastructure Customised Reporting Real time data Data enrichment
	Customised solutions  	Content partners    	Technology partners  
Innovation layer focussed on IoT across all three categories			



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## Partners and affiliates

Connexion is associated with some of the world's biggest brands in the automotive, entertainment and data processing fields.



## The current and future market size

The connected vehicle market is predicted to grow rapidly.

Connected vehicles are predicted to make up 5% of devices connected to the Internet of Things by 2025 – up from 0.1% now.



**Currently less than 20% of all new cars are connected**



**This will rise to 100% by 2025**

**600  
million**

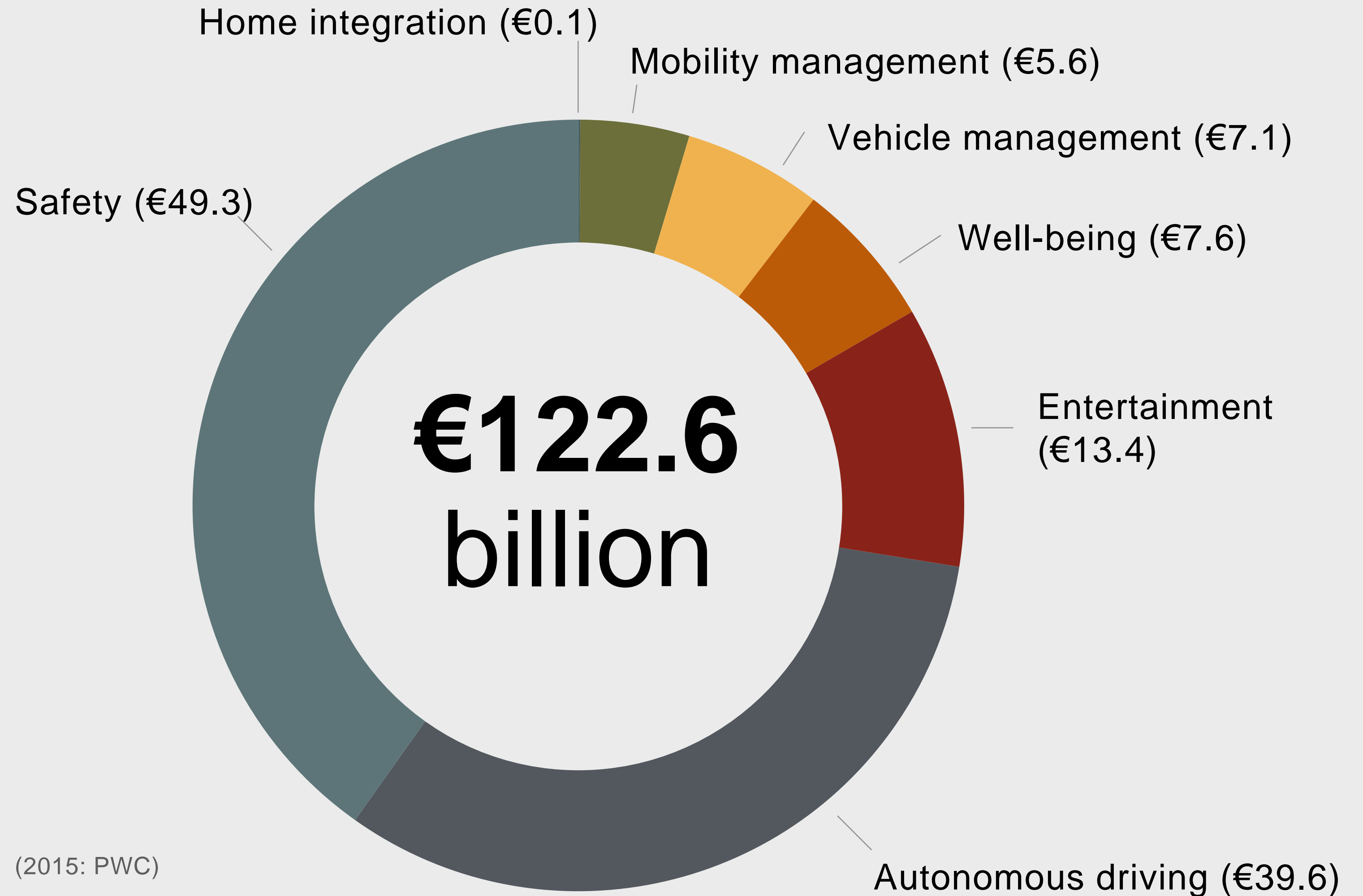
**Total connected cars by 2025**

(2012: SBD)

## Total market potential value

The value of the connected car market is projected to grow strongly with a wide range of services set to benefit.

## Connected car market potential value by 2021 (billions of euros)





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**Mary T Barra**

**CEO General Motors**



“The auto industry will change more in the next five years than it has in the last fifty.”

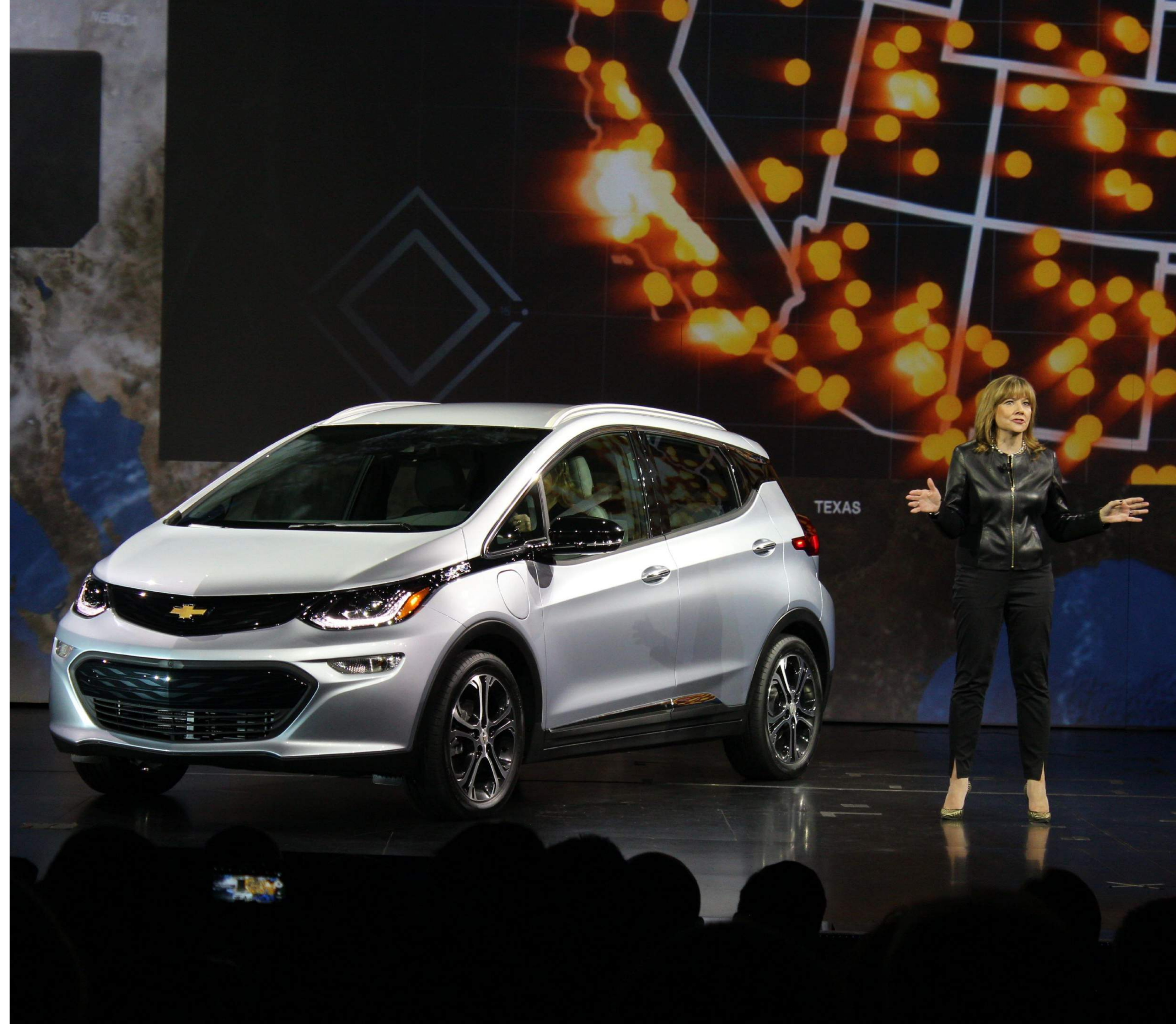


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## General Motors creates history

In 2016, General Motors became the first ever automotive maker to launch a new model at the Consumer Electronics Show (Las Vegas).



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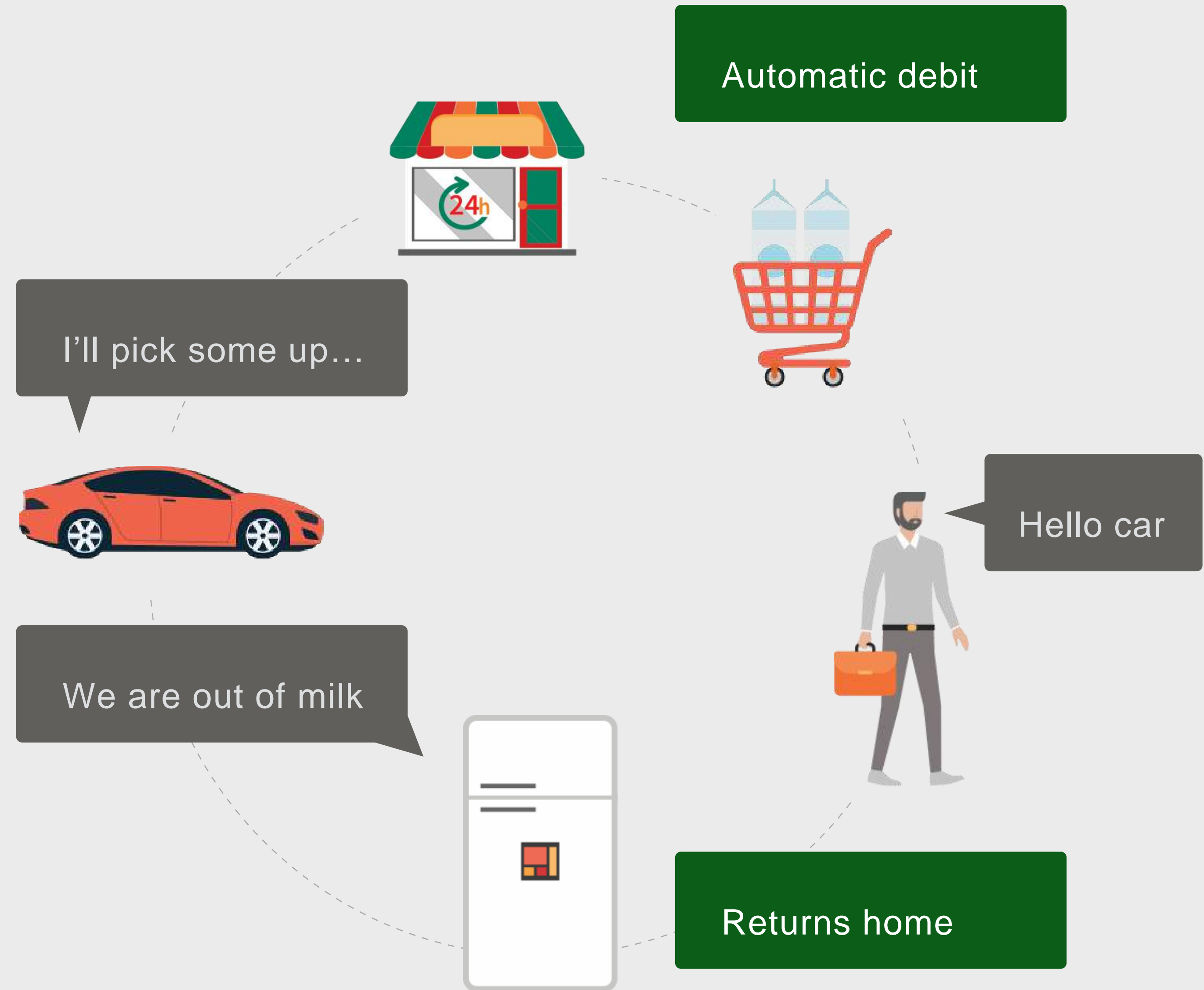


## Typical IOT promise

My life connected at all  
times.

**Fridge:** “We are out of  
milk”

**Car:** “I’ll pick some up  
on the way to pick up  
our owner.”





## The Four Key Enablers

These are the four mandatory, fundamental enablers required in order to achieve the future potential of the automobile.

1

Always-on  
Connectivity



2

Legislation



3

Security



4

Customer  
Database





# 1

## Always-on connectivity

Always-on connectivity is critical in creating a single harmonious ecosystem.

Always-on connectivity is an absolute necessity.

5G technology will ensure connectivity becomes truly ubiquitous.

Access anywhere and always-on connectivity (including Internet access) is required for cars to talk to each other and the infrastructure around them.

The current 4G has limitations which 5G will resolve, including: increased concurrent connectivity across mobile towers increased data transmission speeds; greater coverage areas etc.



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## Transportation reimagined

Never get caught at a traffic light  
(do we even need traffic lights?)

Always be directed via the quickest  
route to your desired destination.

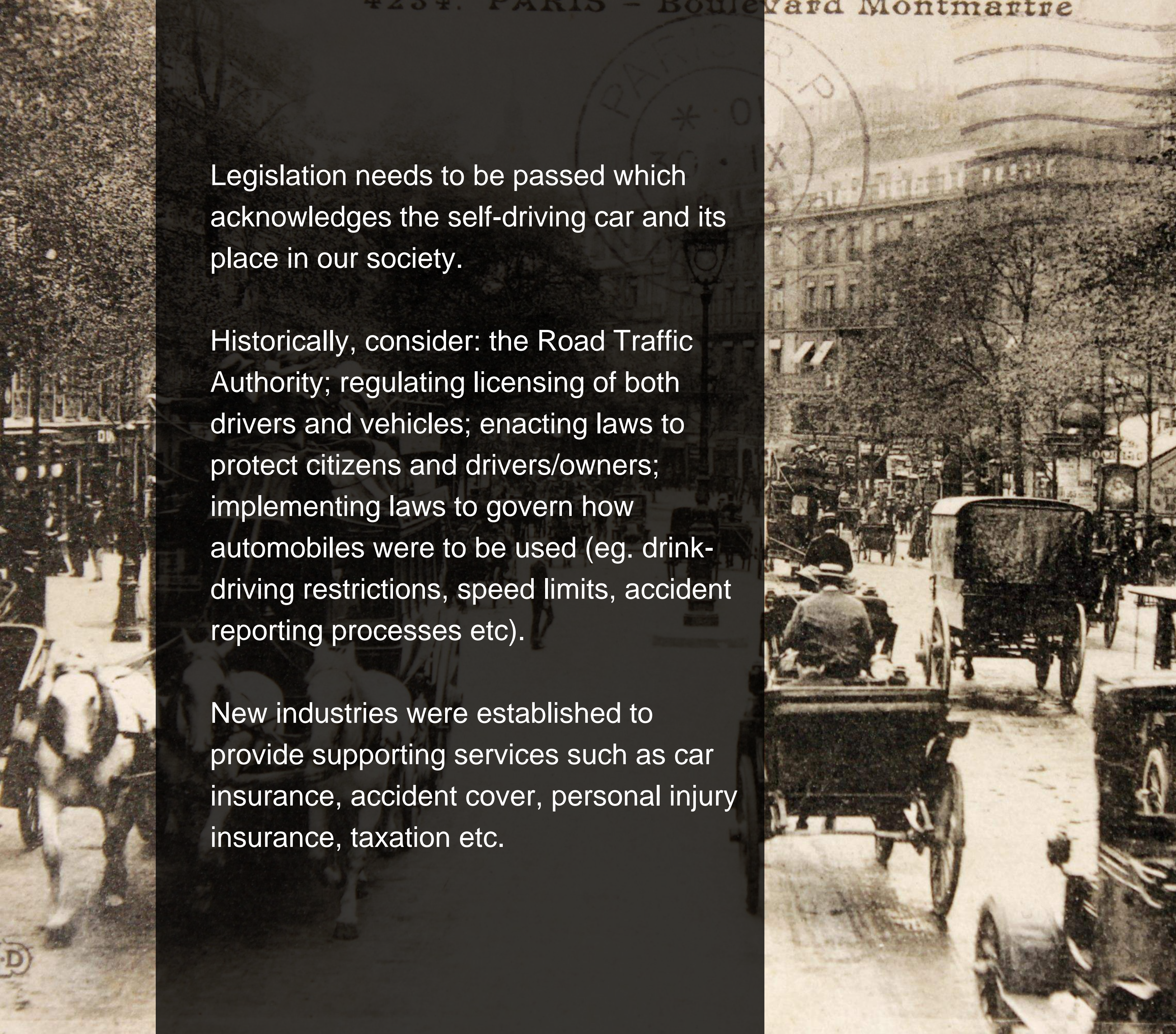
Communicate with other vehicles  
around you to ensure there are no  
collisions.

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Legislation needs to be passed which acknowledges the self-driving car and its place in our society.

Historically, consider: the Road Traffic Authority; regulating licensing of both drivers and vehicles; enacting laws to protect citizens and drivers/owners; implementing laws to govern how automobiles were to be used (eg. drink-driving restrictions, speed limits, accident reporting processes etc).

New industries were established to provide supporting services such as car insurance, accident cover, personal injury insurance, taxation etc.

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# 2

## Legislation

The issue of the day one hundred years ago would be similar to what our legislators will need to deal with in order to “legitimise” self-driving cars today.



## 3

### Security

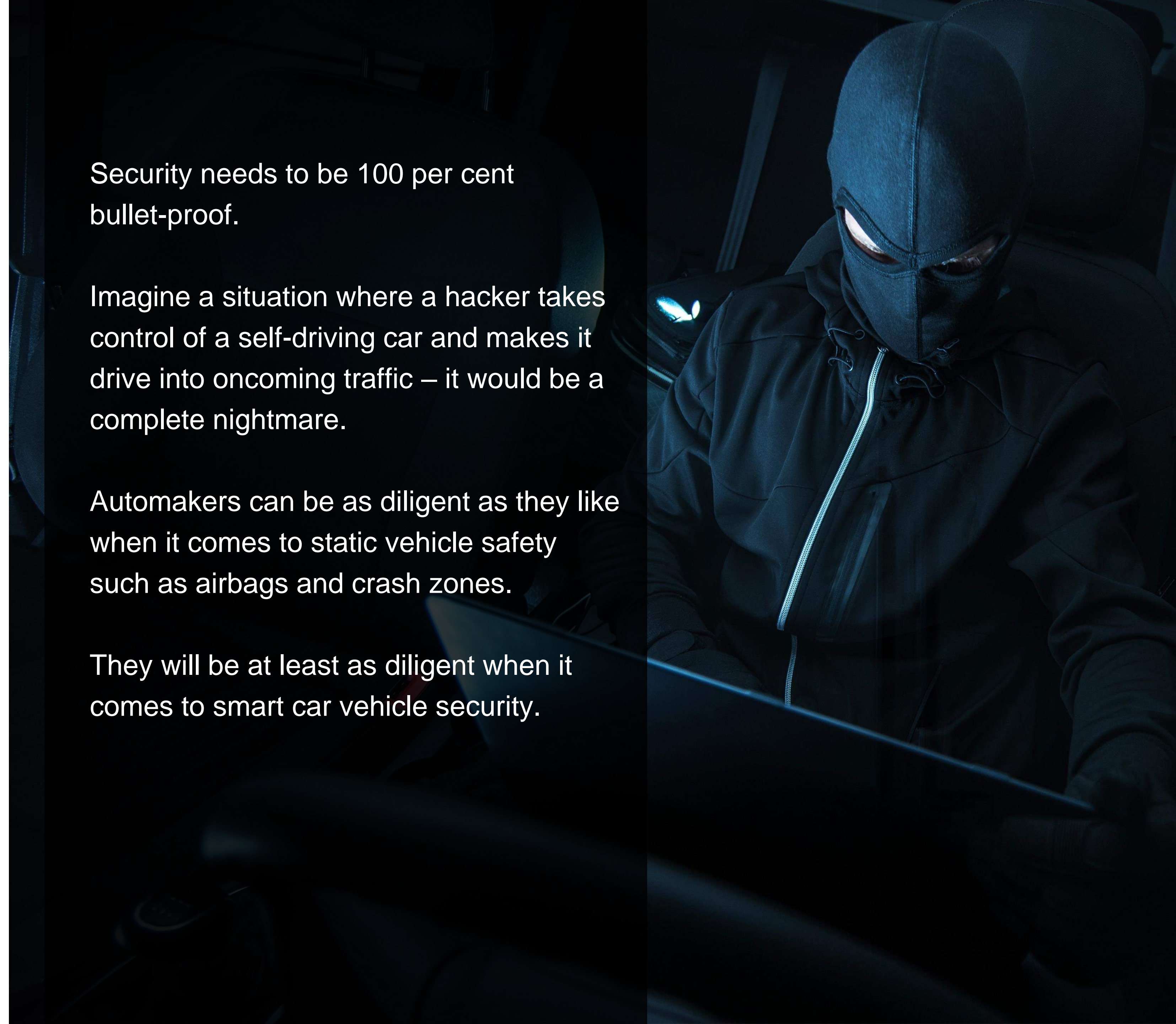
Unauthorised access to a vehicle's internal computers could spell disaster for not only the passenger(s), but also significantly damage the entire self-driving car movement.

Security needs to be 100 per cent bullet-proof.

Imagine a situation where a hacker takes control of a self-driving car and makes it drive into oncoming traffic – it would be a complete nightmare.

Automakers can be as diligent as they like when it comes to static vehicle safety such as airbags and crash zones.

They will be at least as diligent when it comes to smart car vehicle security.





# 4

## Customer database

The more cars know about us, the better the service they can provide.

Customer database information and in-vehicle real-time data analytics will be needed to provide value-added services for passengers.

Knowing the passenger and what their interests are will help provide customised infotainment experiences beyond the usual six-button pre-sets we currently have on our stereo systems.

By knowing our interests, habits, and beliefs, self-driving car infotainment systems will be able to provide us with curated content and services we want, personalised for us.

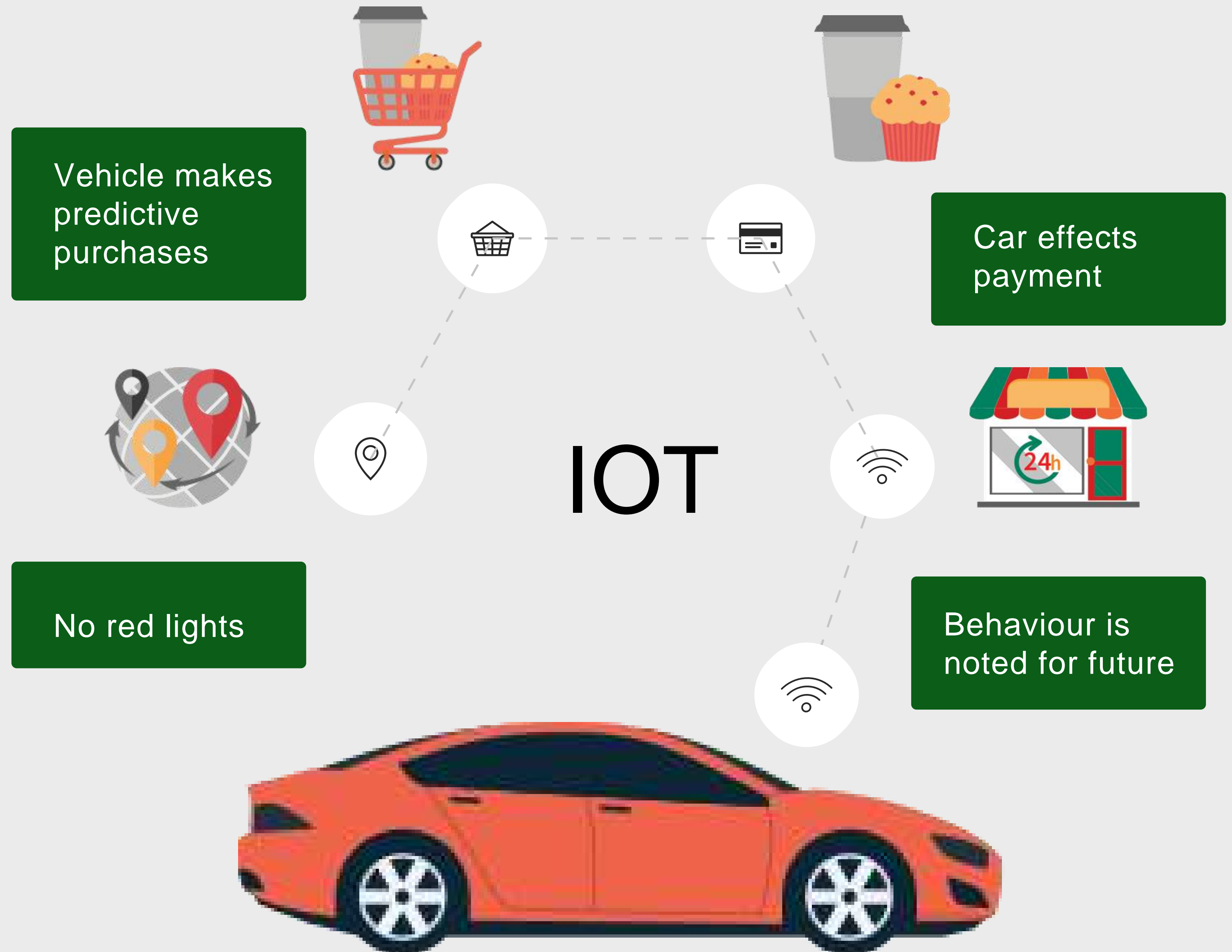


## Personalised service promise.

The enablers at work.

**Owner:** “I always drink coffee on Mondays”

**Car:** “One latté, two sugars for my owner, please”

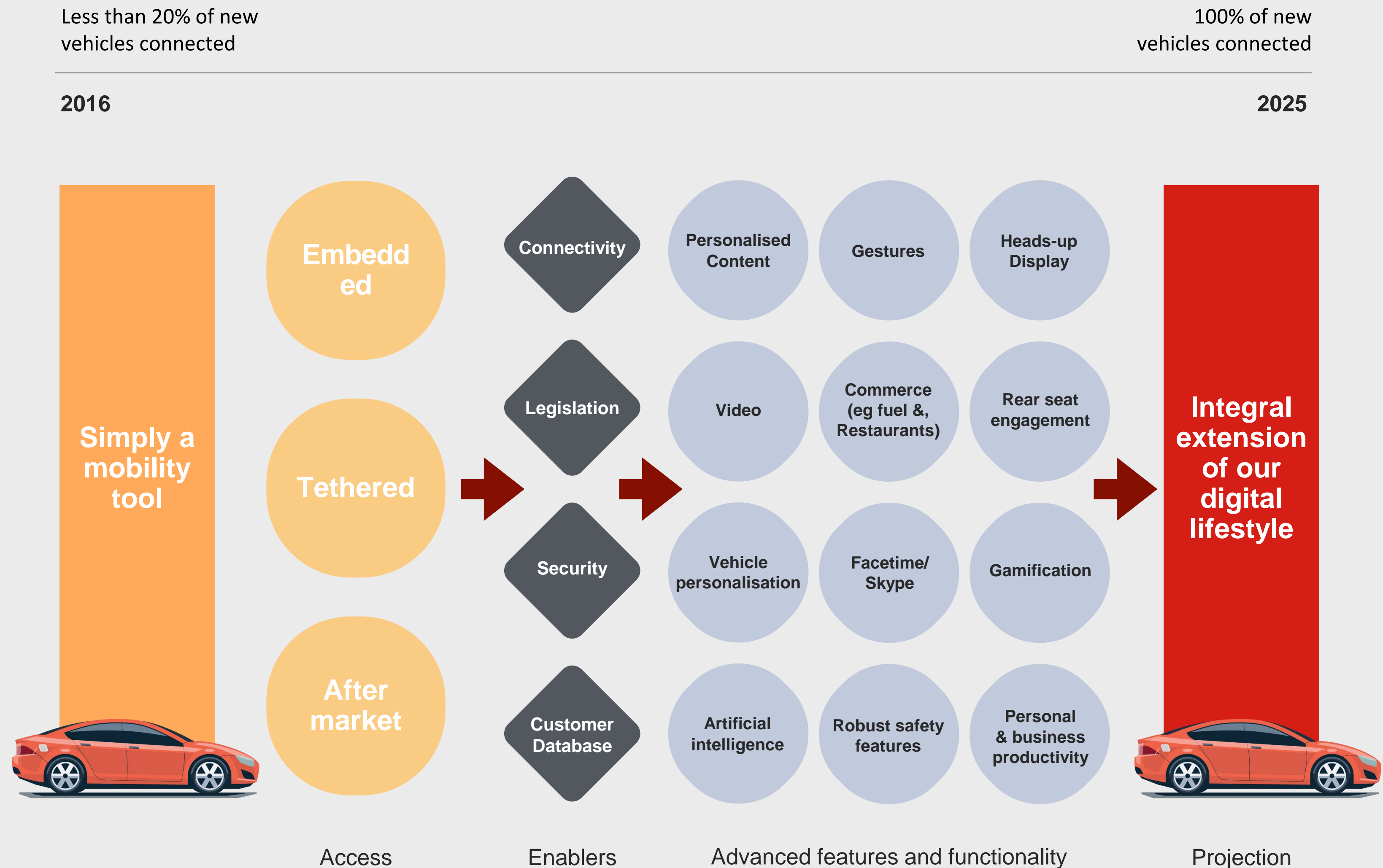




## Innovation roadmap

There are a number of enablers which are transforming the automotive landscape.

This will result in the car being an integral extension of our digital lifestyle.



**Connexion is actively involved across all sections of the innovation roadmap**



## The dawn of automotive convergence

Smartphones are the result of a convergence of technology which enables a new feature set which revolutionised the telecommunications industry.

Cars are following a very similar pathway.

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**Junior Barrett**

CMO Connexion Media



“Connected cars require certain levels of technology scrutiny which has never been done before. They require 100% uptime and unrivalled quality.”



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## FOD (Fear of Death)

Safety and driver distraction are two of the most fundamental and powerful motivators in every automaker's DNA.

Historically, these are the biggest constraints to accelerated automotive innovation.

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## Will we ever trust autonomy?

Many planes have autopilot already and can land and take off by themselves – but does the public trust them?

In a recent survey, around 40% of automotive customers surveyed don't want self-driving cars.

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## The finish line awaits our arrival...

Self-driving cars should therefore not be rushed.

We should leave it to the experts to work through the challenges under “controlled” conditions to ensure that, when it finally arrives, the finished product is safe, secure and enriches our lives.

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Please visit us at booth number 3C 303

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