

News:

Telematics Update: Navigon Bringing Branded PND to U.S. Market

- **ADT Brings its Telematics Solution to Market Seeking OEM Partners**

Date: 05-22-2007



ADT Security Systems announced the introduction of ADT Auto at the Telematics Update event in Novi, Mich. this week. ADT Auto incorporates base services such as crash notification, emergency calling, theft recovery, roadside assistance, remote engine start and door unlock, as well as premium services that include remote diagnostics, navigation, concierge services, enhanced in-vehicle entertainment functionality and driver management. ADT Auto offers integration of services including connection to ADT's customer service and billing center. The system also provides for connection to home security systems. The system is available today and is designed to be integrated with existing hardware and wireless systems.

TRG News

- **Open Mobile Video Coalition to Foster, Standardize Proliferating Mobile Video Systems**

Date: 05-22-2007



Last month, nine of the largest U.S. television broadcast groups announced the launch of the "Open Mobile Video Coalition," an industry alliance to accelerate development of mobile digital broadcast television. The group anticipates working closely with the Advanced Technology Advocacy Committee of the National Association of Broadcasters and has invited all U.S. broadcasters to join the effort. The coalition's charter is to serve as a forum for members and participating affiliates regarding product requirements and technology specifications related to mobile digital broadcast television; promoting the development of products, services and standards enabling mobile digital broadcast television; and educating broadcasters, technology developers, consumers and regulators about the value, benefits and applications of mobile digital broadcasting.

[Article Link](#)

- **Osram Showing In-Vehicle Lighting and Display Solutions**

Date: 05-22-2007



Osram Opto Semiconductors will be demonstrating a virtual automobile – including driver's seat and rear bench seat – showcasing the future of automotive interior applications at the SID 2007 event in Long Beach this week. The demo includes a center stack demo with a high luminance 7" navigation LED-backlit display; thin, flexible and uniform switch backlighting; and a rear projection display for the back of the driver's seat.

TRG News

- **Sybase iAnywhere Brings Natural Language Interfaces to Telematics and Embedded Devices**

Date: 05-22-2007



Sybase iAnywhere has announced the availability of a natural language engine that targets telematics services and embedded devices. The new tool will allow users to ask for information or control applications in their own words to access directions, weather, yellow page content or control functionality such as entertainment systems. According to Sybase iAnywhere officials, users no longer have to comply with a systems interface restrictions, but rather have a free-form context-aware dialog. Users will be able to say "I'm going to Comerica Park. Any traffic problems?" instead of following voice menus. The new language engine will be available in June of this year.

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● **Telematics Update: Navigon Bringing Branded PND to U.S. Market**

Date: 05-22-2007



Navigon will enter the U.S. market with two Navigon branded portable navigation devices, models 5100 and 7100, equipped with a robust feature set and on display for the first time at the Telematics Update event in Novi, Mich. this week. The two models will come with lifetime Clear Channel Total Traffic live traffic subscription with integrated traffic receiver, Reality View junction view imagery from Zenrin, text-to-speech from SVOX, Zagat guide data, lane assistance, Bluetooth, branded icons, and speed assistance for displaying the local speed as well as providing audio and visual alerts when the speed is exceeded by a user determined margin. The 5100 and 7100 will retail for \$499 and \$699, respectively, with the 5100 coming with a 3.5" display and the 7100 equipped with a 4.3" display.

TRG News

● **Telematics Update: Aeris Intros eCallDirect for European, N. American Telematics Implementations**

Date: 05-22-2007



Aeris has announced Aeris eCallDirect, a communications solution providing simultaneous, real-time, wireless voice and data connectivity for emergency situations. ECallDirect enables automatic call routing with data, reducing the time needed to engage an emergency responder and the processing time at the call center. Additionally, the solution meets European eCall (in-vehicle emergency call system) requirements. ECallDirect uses standard digital cellular protocols and services, requiring no proprietary modem hardware nor additional software license fees. Aeris says it is in formal evaluations and live field trials with automotive OEMs and telematics service providers in both North America and Europe and is pushing to help make eCall a standard safety feature. ECallDirect technology is commercially available in the Aeris CDMA footprint in North America today, and a European launch is being planned with Aeris's carrier partners.

TRG News

● **Skyway Systems Brings Dealer-initiated Telematics Solution to non-GM Market**

Date: 05-22-2007



A consortium of large Ford dealers working with industry experts and investors have put together a telematics solution built with auto dealers in mind and launching this month. The solution is designed to offer an OnStar-plus-Lojack type of product built around a GPS/GSM-based module with monitoring and emergency response. The product is being launched for Ford vehicles initially but will widen to support other makes and specialized functions like dealer lot management, fleet management, and dealer management systems integration. The group says infotainment integration are part of the plan as WiMAX service from Sprint becomes more widely available. Skyway promotional materials say the group also has plans to support connected car infrastructure and infotainment platforms based on industry standard architectures. The group says it is focused on services running over a mobilized IP address. SkyWay's DriveSafe Program costs \$312/576/792 for a prepaid one/two/three-year plan. For users who wish to pay monthly, payments are \$27.99 (based on a one-year agreement). Onboard equipment and installation is an additional one-time cost.

TRG News

● **Telematics Update: Cross Country, Telcordia Team up to Offer Telematics Services**

Date: 05-22-2007



Cross Country Automotive Services and Telcordia Technologies say they will build

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