

SVOX Forum 2007

TRG's SVOX Forum Summary: Falk, Navigon, TomTom etc.

Source: TRG

Falk is capitalizing on a wide range of opportunities in the emerging navigation market, the company said at the SVOX Forum at the Internationale Automobil-Ausstellung in Frankfurt last week. The company's solutions are used in PNDs, portals and embedded solutions as well as travel content and business to business solutions. Underlying this approach is a vision of pre-trip (planning, booking, personalization), on-trip (navigation, information, traffic data, intermodal, dynamic service) and post-trip (travel expenses and learning systems) applications. For each application there are product and service opportunities. Falk says its core competency is combining travel content with software to develop value-added solutions for a range of platforms and services.

SVOX Forum: Siemens Trims Sales in Competitive, Changing Navi Marketplace

Siemens VDO has altered its business model to keep pace with navigation market changes and to compete more effectively, the company said at the SVOX Forum at the Internationale Automobil-Ausstellung in Frankfurt last week. The company is increasingly focusing its product development around a single, standards-based navigation code base that can be sold as a software product internally and externally. New OEM systems from Siemens will be derived from this scalable platform. The ultimate objective is to be well positioned to capitalize on coming developments including connected navigation, eco-driving, 3D imagery, topographic maps, advanced driver assistance applications and Internet integration both in embedded and mobile navigation systems.

SVOX Forum: Mitsubishi Provides Its Vision of Future In-Vehicle Voice Search

An executive from Mitsubishi Electric Research Laboratories gave the company's vision of next generation automotive speech user interfaces at the SVOX Forum at the Internationale Automobil-Ausstellung in Frankfurt. Mitsubishi's solution, which the company describes as "googling with your voice" requires no vocabulary or grammar to learn, is robust to noise and out-of-vocabulary input and requires no error-recovery dialogs. Called SpokenQuery, the Mitsubishi solution has been in development for five years. It enables voice searches for songs on an external system, POIs in a navigation system, TV or music program guidance, documents in a database or contact information. The results delivered from the matching

process allow for faster searches than menu-driven systems, the company says, and point to new HMI approaches to come.

SVOX Forum: ALK Technologies Defines Mobile Device Application Evolution

An ALK Technologies executive speaking at the SVOX Forum last week at the Internationale Automobil-Ausstellung in Frankfurt described how mobile device applications and their implementation will define the future of navigation. The presentation called for connecting mobile devices in the car, supporting drivers with profile- and task-based functionality, providing on-the-fly information wirelessly, providing guidance and data relevant to specific situations and integrating community content. Mobile device makers should use the vehicle HMI, let the mobile device provide the extra-vehicle connection especially for emergencies, and allow the device to be adapted to different users. ALK says the device should also be intelligent enough to be aware of being in the car and should be in sync with personal and professional users calendars anticipating both the user's and the vehicle's needs. TRG News

SVOX Forum: TomTom Eyes 'Untapped' OEM Opportunity; Traffic Data to Launch

TomTom is pursuing multiple initiatives before the close of 2007 including the completion of its purchase of Tele Atlas, the launch of its GSM-based enhancement to GPS tracking in The Netherlands and its ongoing effort to capitalize on OEM market opportunities. Speaking at the SVOX Forum event at the Internationale Automobil-Ausstellung in Frankfurt last week a company representative described automotive OEM opportunities for embedded navigation as an "untapped market" noting the introduction at IAA of the Toyota Yaris with an optional TomTom-equipped head unit. TomTom continues to pursue a PND integration initiative with Johnson Controls as each company had a presence in the other's booth at the IAA (picture). The TomTom executive also said expanded traffic coverage based on Vodafone mobile phone tracking will be turned on in The Netherlands before the end of the year increasing road coverage more than 1,000%

SVOX Forum: Navigon Describes Its Vision of Connected Navigation, Skobbler

Navigon laid out its vision of a connected navigation future at the SVOX Forum at the IAA this week. The company sees navigation head units, portable navigation devices, PDAs and smartphones providing navigation while connected to servers delivering dynamic content. The means of connectivity may be live such as wireless or terrestrial broadcast or it may be ad hoc in the form of cables or portable storage technology. Navigon did not specify a technology preference. The company did, however, touch on its planned launch of the Skobbler online community for user-generated content such as ratings and reviews of POIs. Navigon is seeking to join the rush to development online communities of navigation users.

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