Mobile Voice Conference 2012.
Take Your Favorite into the car and use it safely while driving.

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How mobility looked like in the past.
Cars are fast but Internet is faster. Mobility in a 100 years timeframe.

- 1912: Ford 1912
- 1950: VW Käfer 1950
- 1983: First Mobile: DynaTac 8000 4000$
- 1993: First Internet Browser
- 2000: Start iPhone
- 2007: Start Android
- 2008: 4G / LTE Up to 100 Mbit/s
- 2010: 8 liter /100km
- 2012: 8 liter /100km

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Smartphones become our favorites. What it means in numbers.

Development of Smartphone market

**Android:**
Every Day 850,000 new Android devices are registered. More than 300 million devices are in operation worldwide. (Source: Google, MWC 2012)

**iPhone:**
Since market entry in 2007 about 180 mio devices were shipped. (Source: Apple)
A lot of car related Apps are available. Only a few of them providing communication functionalities.
The need of connected cars is realized. Only a few models provide internet connectivity and personality.
Smartphones can provide internet experience in the car. A lot of 'non-connected car' owners can benefit.
Combine advantages of Smartphone with mobility of cars.

### Smartphones
- Personality
- Internet connection
- Up to date
- Joy & Fun

### Cars
- Mobility
- Mostly unconnected
Apps for using during drive should be designed carefully. Basic Requirements for application design.

- Robust
- Non Distractive
- Ease to use
- Attractive Use Case
Basic Requirements for service usage during drive. Distraction is a serious problem and should be avoided.

Penalties for pick up a mobile during drive

- Norway: 160€
- Netherlands: 150€
- Hungary, Belgium, Portugal: 120€
- Germany: 40€

Texting while driving

- The Gwent Police Department produced a film on the subject to be shown in Welsh schools
- Viewed more than 4 million times
- Sowing what can happen when texting while driving
Basic Requirements for service usage during drive. Interaction mode should be robust and intuitive.

- Easy to learn
- Independent from environmental noise
- Just for free (Open Source)

- Comprehensive Dialogue Design
- Sensitive against environmental noise
- Licences needed
Basic Requirements for service usage during drive. Attractive Use Cases.

Enablement of DT Core-Competence COMMUNICATION in Cars

- **Email reading**
  - (Pop3-/IMAP-) Emails are read out loud (Gesture Mode)
  - Option to call the sender (no Email answer)

- **News reading**
  - Flexible News-feed configuration (pre-selection and dynamic categories)
  - News reading via TTS

- **Voice dialing**
  - Basic controlled Dialing functionality
  - Contact selection from favourites

- **SMS reading**
  - SMS are read out loud,
  - Option to call the sender (no SMS answer)
Our Solution.
Telekom Connected Live and Drive App.
HMI design supports different scenarios. Graphic Mode for non driving and Gesture Mode for driving.

Graphic Mode

- Email reading
- News reading
- Voice dialing
- SMS reading

Gesture Mode
Gesture Mode Examples.
Simplified interaction by usage of gestures.

- Change from Graphic to Gesture mode
- Options will be read
  - Selection by Tap
- Content will be read
  - Interrupt by Tap
- Content will be read
  - Support of additional gestures
- Sleepmode
  - Force by Long Press
  - Wake Up by Tap
How it works.
Short movie demonstrates the functions.
Thank you for your attention!

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