Mobile Voice Conference 2012.

Take Your Favorite into the car and use it safely while driving.

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Telekom Innovation Laboratories, Berlin
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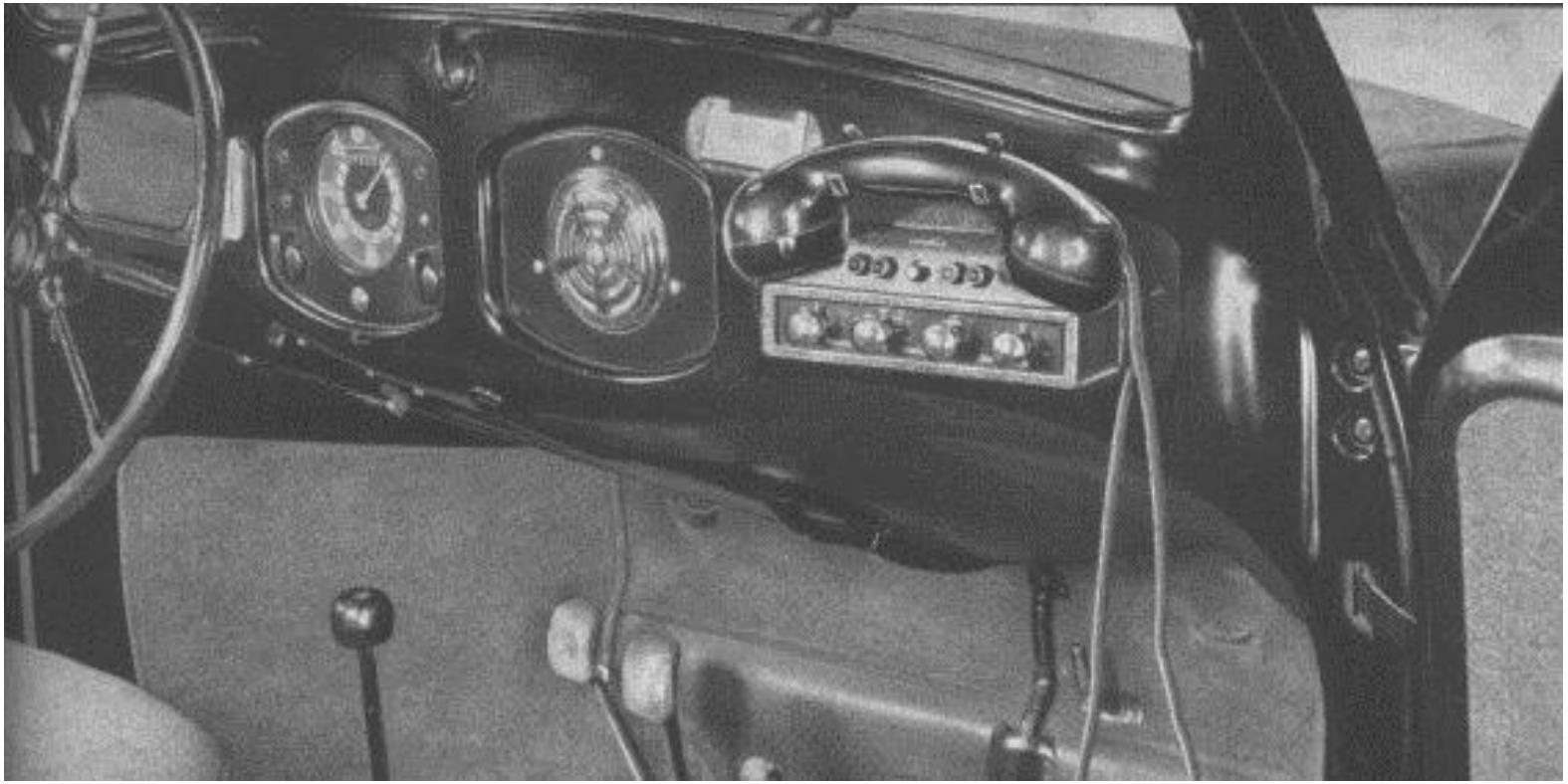
Telekom Innovation Laboratories

How mobility looked like in the past.



Cars are fast but Internet is faster.
Mobility in a 100 years timeframe.

8 liter /100km

Ford 1912

8 liter /100km

VW Käfer 1950

8 liter /100km

Cars enter Private Sector

1912 1950 1983 1993 2000 2007 2008 2010 2012

First Mobile: DynaTac 8000
4000$

First Internet Browser

Start iPhone

Start Android

GSM
55 Kbit/s

2G 384 Kbit/s

3G
21 Mbit/s

4G / LTE
Up to 100 Mbit/s

Smartphones become our favorites.
What it means in numbers.

Development of Smartphone market

Germany

Globally

Android:
Every Day 850.000 new Android devices are registred. 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.

Full Internet & Communication

Augmented R. / Driving Data Collection

Navigation / Traffic Jam Alert

Information

The need of connected cars is realized.
Only a few models provide internet connectivity and personality.

Top-of-the-range Cars

Mid- Range Cars

Compact Cars

Selected Internet Service Integration

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

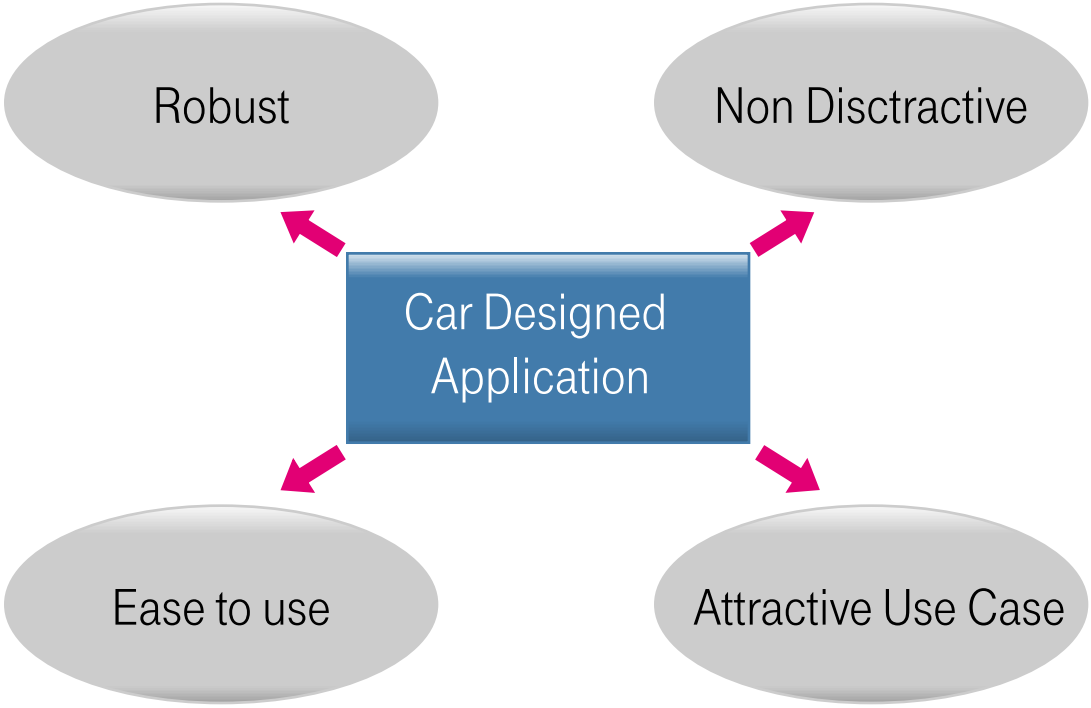
- Personality
- Internet connection
- Up to date
- Joy & Fun

Cars

- Mobility
- Mostly unconnected

Smartphones in Cars

Apps for using during drive should be designed carefully. Basic Requirements for application design.



Basic Requirements for service usage during drive. Distraction is a serious problem and should be avoided.

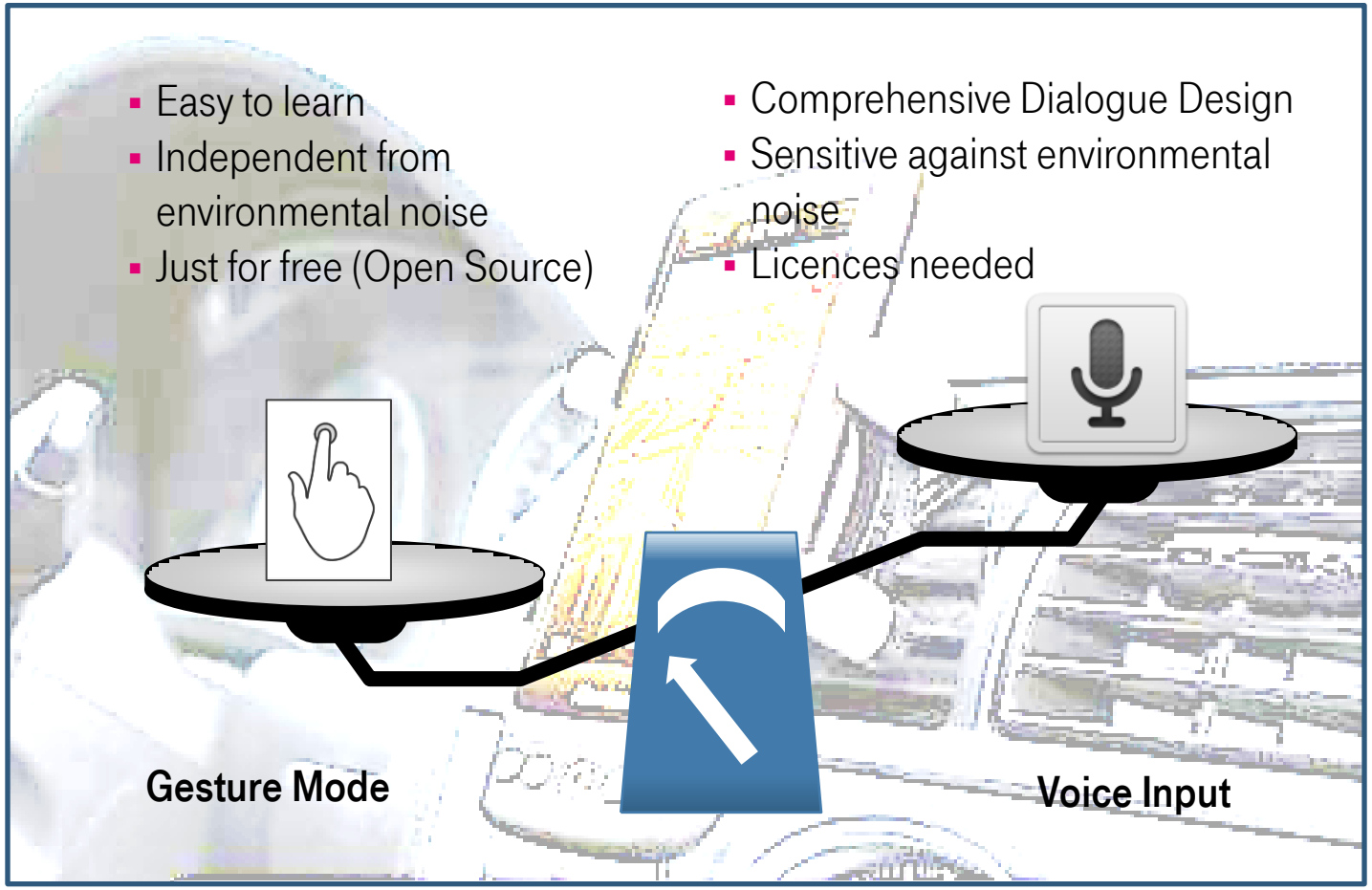
Penalties for pick up a mobile during drive

- 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.

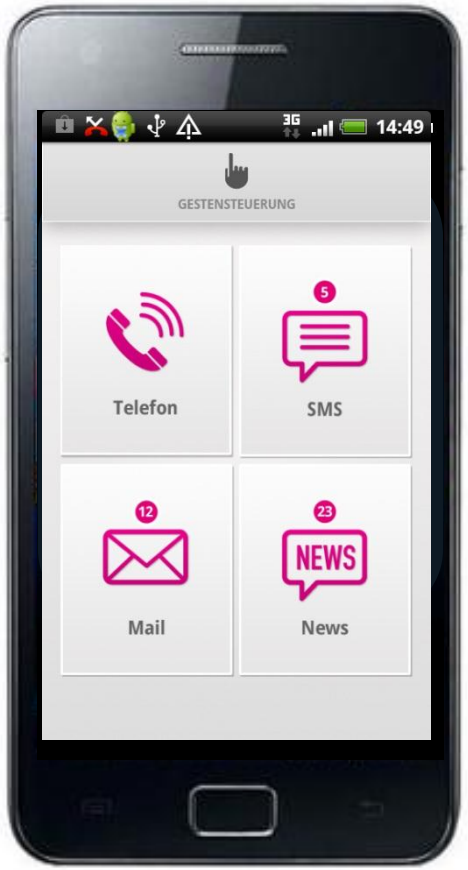


Basic Requirements for service usage during drive. Attractive Use Cases.

Enablement of DT Core-Competence COMMUNICATION in Cars

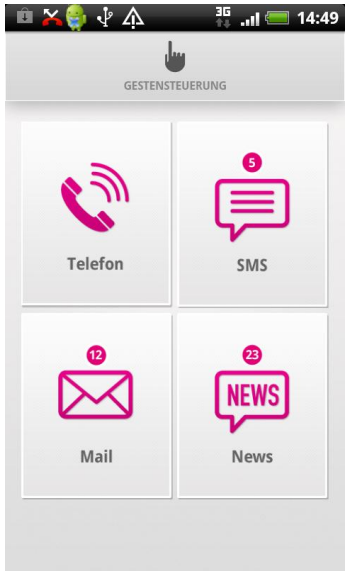
Email reading	▪ (Pop3-/IMAP-) Emails are read out loud (Gesture Mode) ▪ Option to call the sender (no Email answer)
News reading	▪ Flexible News-feed configuration (pre-selection and dynamic categories) ▪ News reading via TTS
Voice dialing	▪ Basic controlled Dialing functionality ▪ Contact selection 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.



- Mobile Internet
- Intuitive HMI
- Communications
- News

HMI design supports different scenarios.
Graphic Mode for non driving and Gesture Mode for driving.

	Graphic Mode	Gesture Mode
Email reading		
News reading		
Voice dialing		
SMS reading		

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.

VIDEO

Thank you for your attention!

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