

## **NVF: Microsoft describes networked vehicle opportunities as 1-millionth Ford Sync is sold**

*A Microsoft White Paper featuring a foreword by Tom Phillips General Manager, Microsoft Automotive Business Unit, presents a view of the importance of the networked vehicle. In late May, the landmark one-millionth Ford car equipped with Sync technology was sold, underlining the value of networking -- a topic that will be explored at an upcoming elite workshop in June on the "Networked Vehicle". For more information on participating with companies like HP, INTEL, IBM, Cisco and CA, please contact Emily Boucher at: [eboucher@networkedvehicle.org](mailto:eboucher@networkedvehicle.org)*

Excerpts from "Driving Connectivity"

The automotive industry is at an inflection point, where software plus services will redefine the future of the in-vehicle experience, and innovation is the new currency. This innovation goes beyond the features and scenarios enabled inside the vehicle cabin, it creates new vehicle ownership scenarios enabled on the web, the PC, and the mobile phone, and extends the relationship with the customer beyond the point of sale. These new scenarios require innovation in the business models and design and engineering processes used to bring breakthrough products to market. Consumers are expecting more from their vehicle systems, and from the level of integration those systems have with their other electronic devices and services. The key challenge facing automakers is how to bring these innovative solutions to their customers *quickly* and *affordably*, while maintaining a competitive edge and differentiation.

Consumers are increasingly demanding on-the-go access to multimedia content and productivity applications; they want in-vehicle infotainment solutions that let them use their existing digital devices and formats, including mobile phones, MP3 players, DVDs, and CDs. They want innovative, connected services for entertainment, driver assistance (such as navigation and emergency calling), productivity (like e-mail, Web browsing, and calendaring), and communication (including conferencing and calling)—all seamlessly integrated as if the vehicle was just another node on the home and office network. Research from the U.S. Department of Transportation and National Highway Traffic and Safety Administration estimates that Americans spend more than 500 million commuter hours per week in their vehicles, and that 73 percent of mobile phone users talk on their phones while driving. Consumers report<sup>1</sup> that they would frequently use monetized services such as location-based search and digital audio entertainment if they were available, and that free or included services substantially impact their willingness to switch car choice or mobile operators. Clearly, there is a healthy market for in-vehicle infotainment devices and services.

Providing for these demands in a mobile, rugged environment while accounting for the special needs drivers and passengers, however, is no easy task. Hands-free driving legislation has been adopted in a number of countries and states. This has led to significant demand on OEMs to find cost-effective

solutions for the provisioning of hands-free devices, and has led to a swell in consumer demand for Bluetooth. In Europe, the European Union is considering to make eCall a mandatory service in every new car in the near future, potentially propelling European Telematics into the number one position. This will certainly drive the uptake of speech and Bluetooth technology, with a positive influence on in-dash systems. Another important thing to consider is the environmental issues, and how companies continue to explore and implement new ways to preserve and improve the environment.

When consumers were asked whether Blue&Me 2 had a significant influence in the car choice, 79 percent of the surveyed said "a lot." When these customers were asked, "How much more or less likely would you be to buy a vehicle featuring a Microsoft infotainment system?" a full 68 percent said they would be much more likely, as shown in Figure 3 . Ford notes that SYNC equipped vehicles turnover twice as fast as non-SYNC vehicles, and 80 percent of SYNC owners would recommend SYNC to a friend.

Ford SYNC is a factory-installed fully-integrated in-car communications and entertainment system developed by Microsoft and Ford. Ford SYNC provides drivers with hands-free voice-activated control over mobile phones and digital music players. Ford SYNC automatically connects phones and music players with the vehicle's in-car microphone and sound system. Most popular media players work with Ford SYNC, including iPod, Zune, "Plays for Sure" players, and most USB storage devices. Supported audio formats include MP3, AAC, WMA, and WAV.

The Networked Vehicle Foundation (NVF) provides information to advance the era when vehicles will be connected to the modern mobile broadband communications infrastructure. The Agenda for the June 15-17 Workshop in Greenville, South Carolina, can be found at:  
[http://www.networkedvehicle.org/NVF\\_june2009\\_event\\_agenda.pdf](http://www.networkedvehicle.org/NVF_june2009_event_agenda.pdf)