



Frank Daems

NXP semiconductors

Geneva, 5-7 March 2008





**THE FULLY
NETWORKED
CAR**

Automotive telematics

Geneva, 5-7 March 2008



This presentation

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- o Intro to NXP
- o Intro to Telematics markets
- o Telematics value proposition
- o Innovative concepts
- o Roadmaps
- o Conclusion

- o Established in 2006 (formerly a division of Philips)
- o 50+ years of experience in semiconductors
- o Offering better sensory experiences
- o Top-10 supplier with Sales of € 4.960 Bln (2006)
- o Sales: 35% Greater China, 31% Rest of Asia, 25% Europe, 9% North America
- o Headquarters: Eindhoven, The Netherlands
- o Key focus areas:
 - Mobile & Personal, Home, Automotive & Identification, Multimarket Semiconductors



THE FULLY



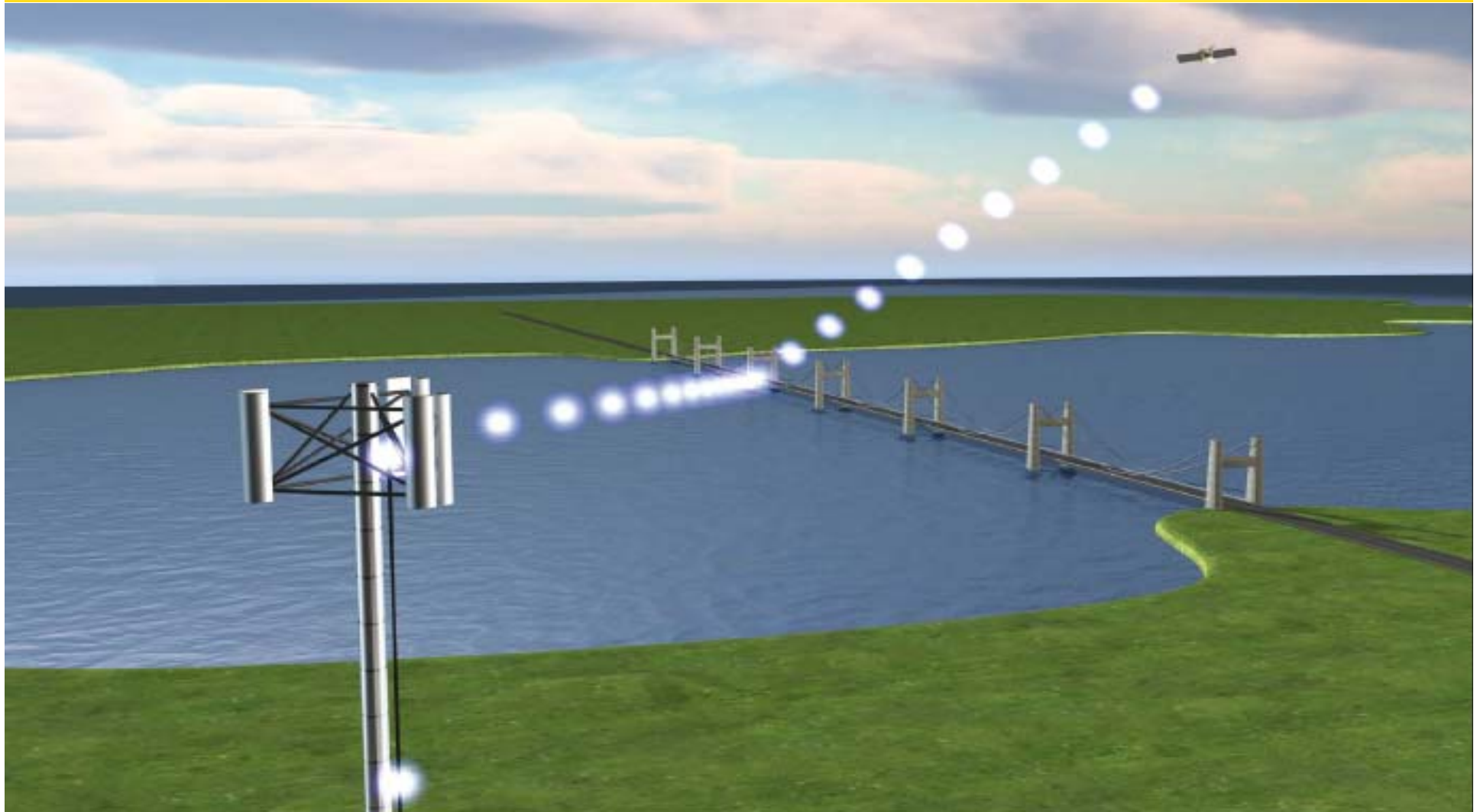
Intro to Automotive Telematics markets

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Automotive Telematics = Machine-to-machine applications based on Cellular Modem and Satellite Positioning

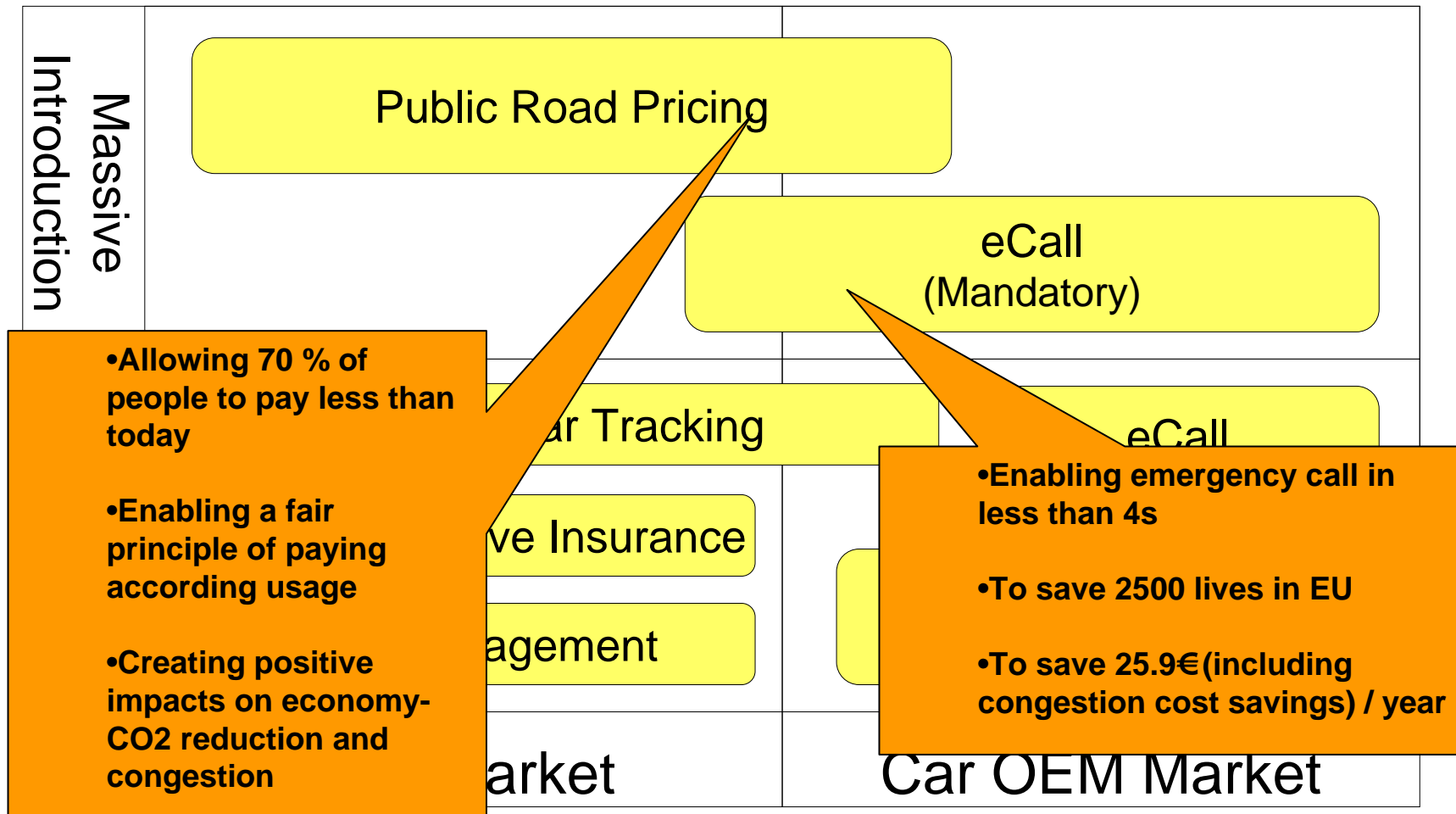
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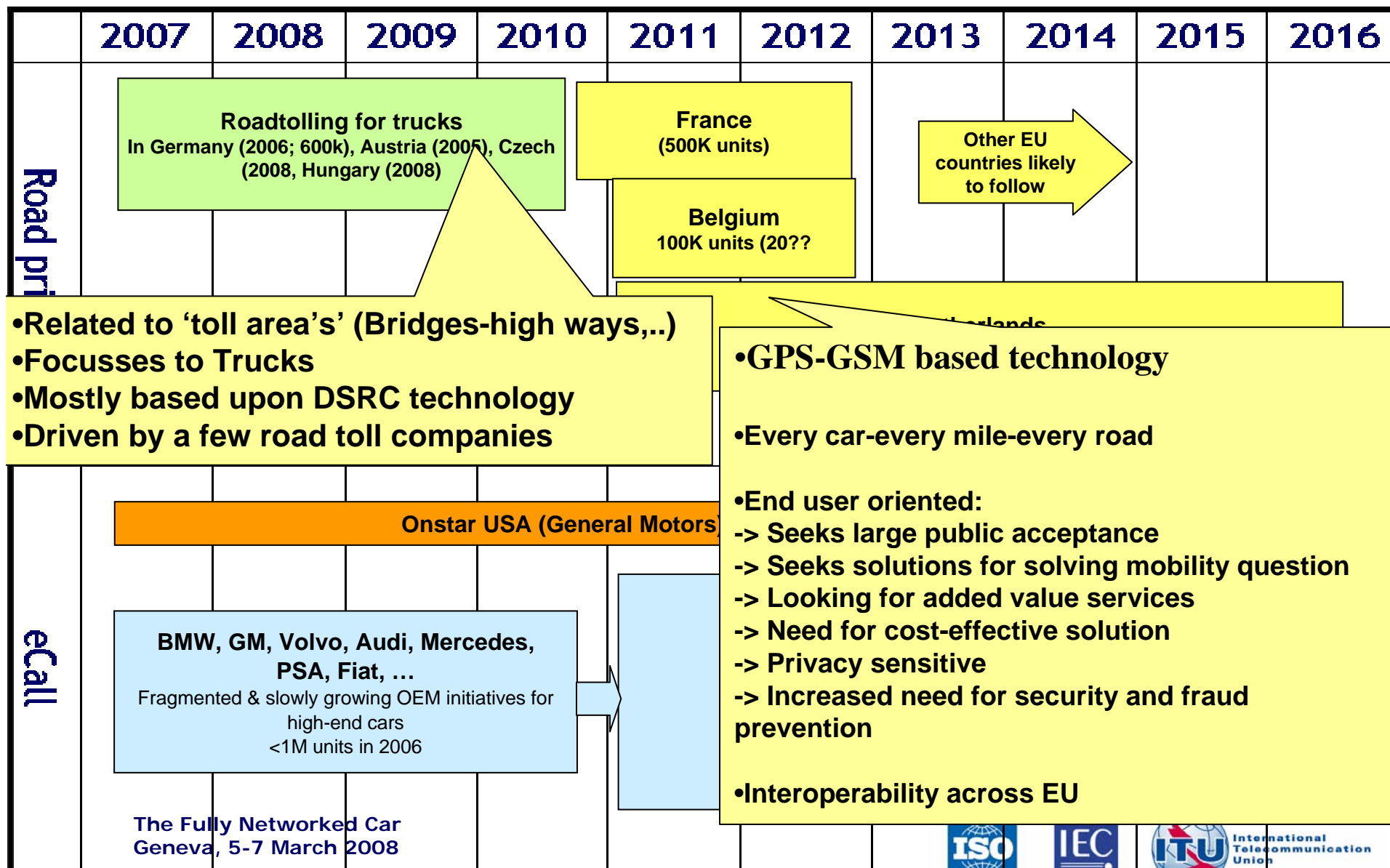
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Markets and applications



Market Timing of telematics opportunities



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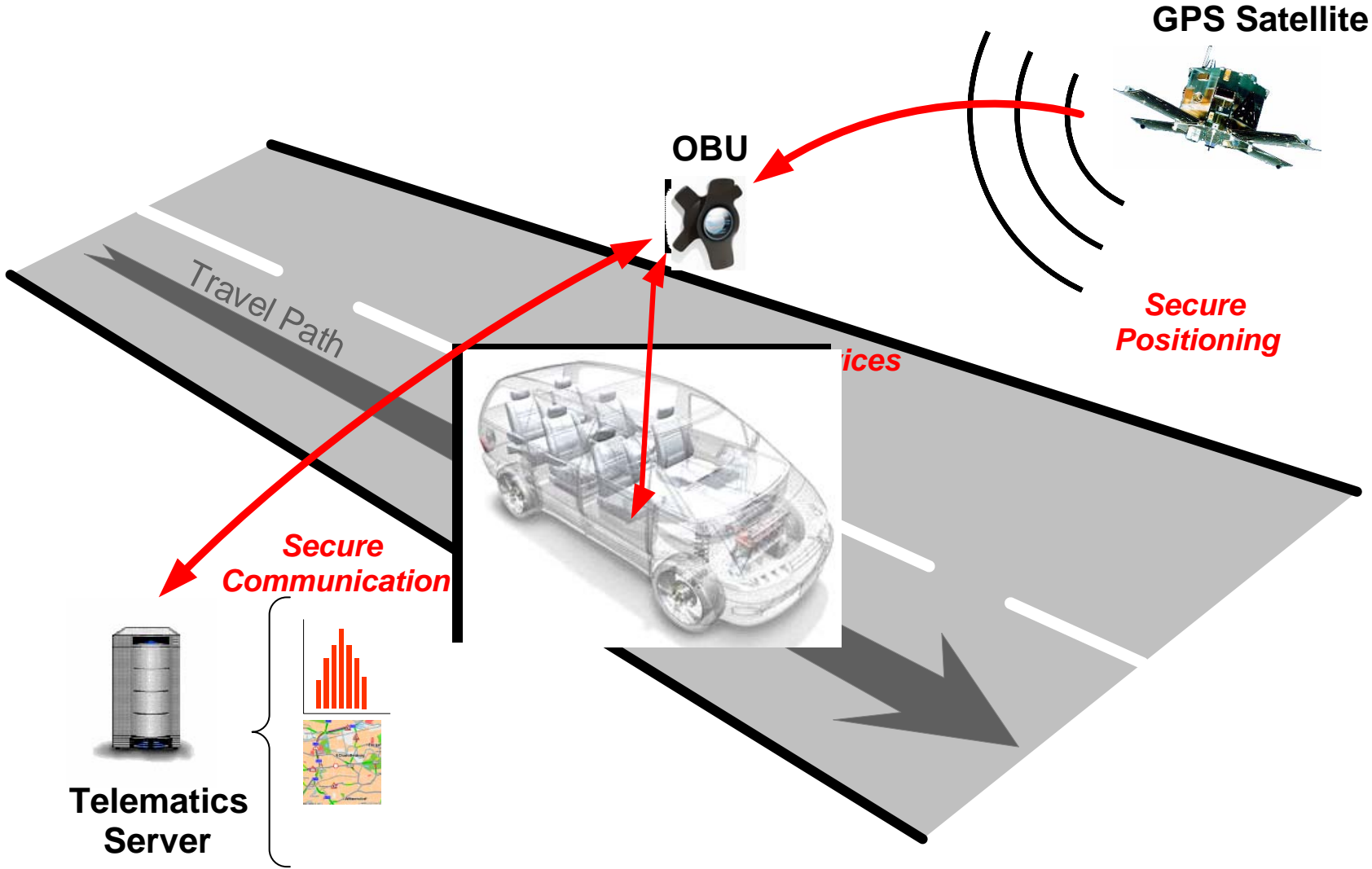


Value Proposition for OBU Platforms

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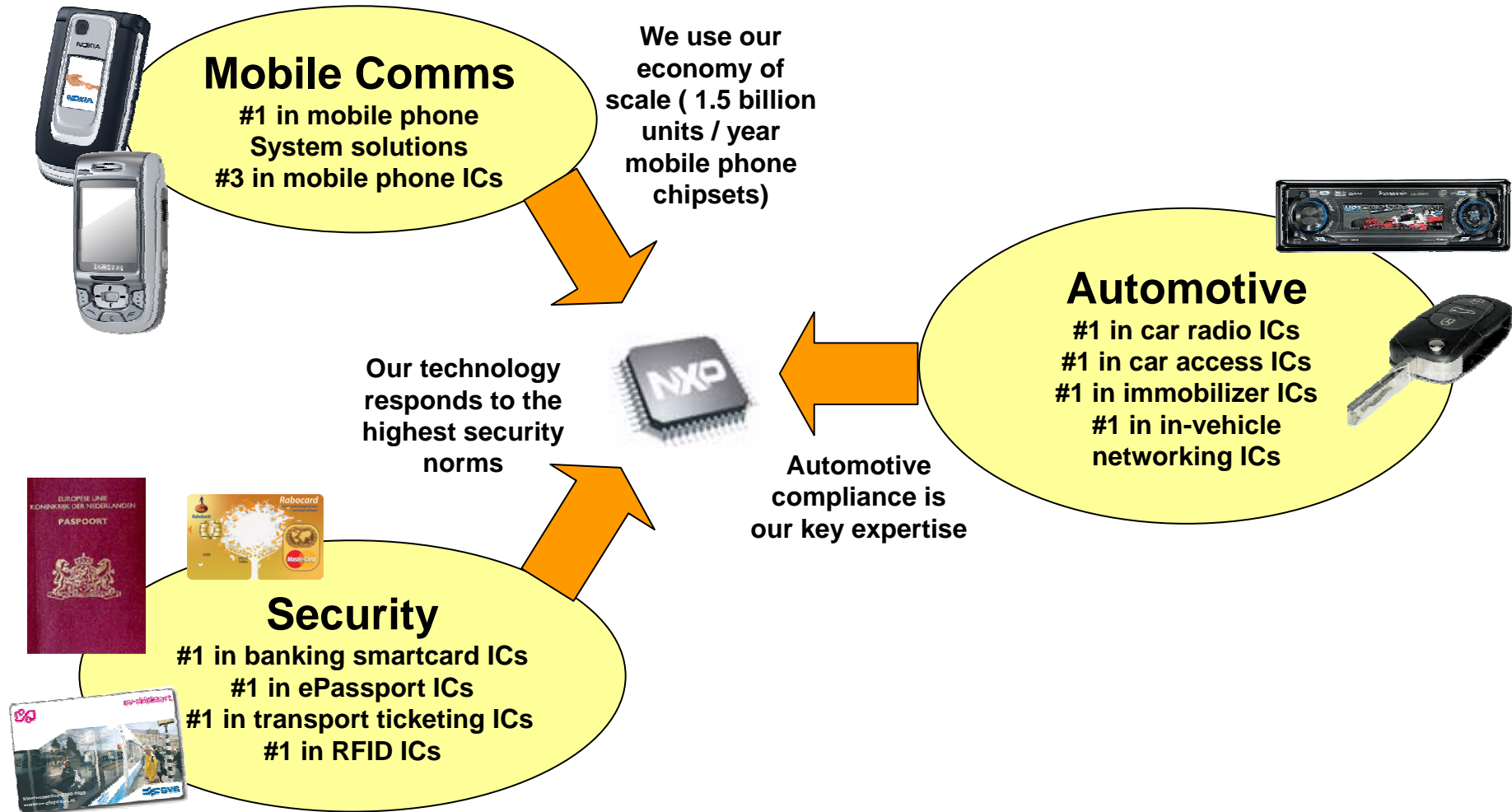
End-to-End system overview



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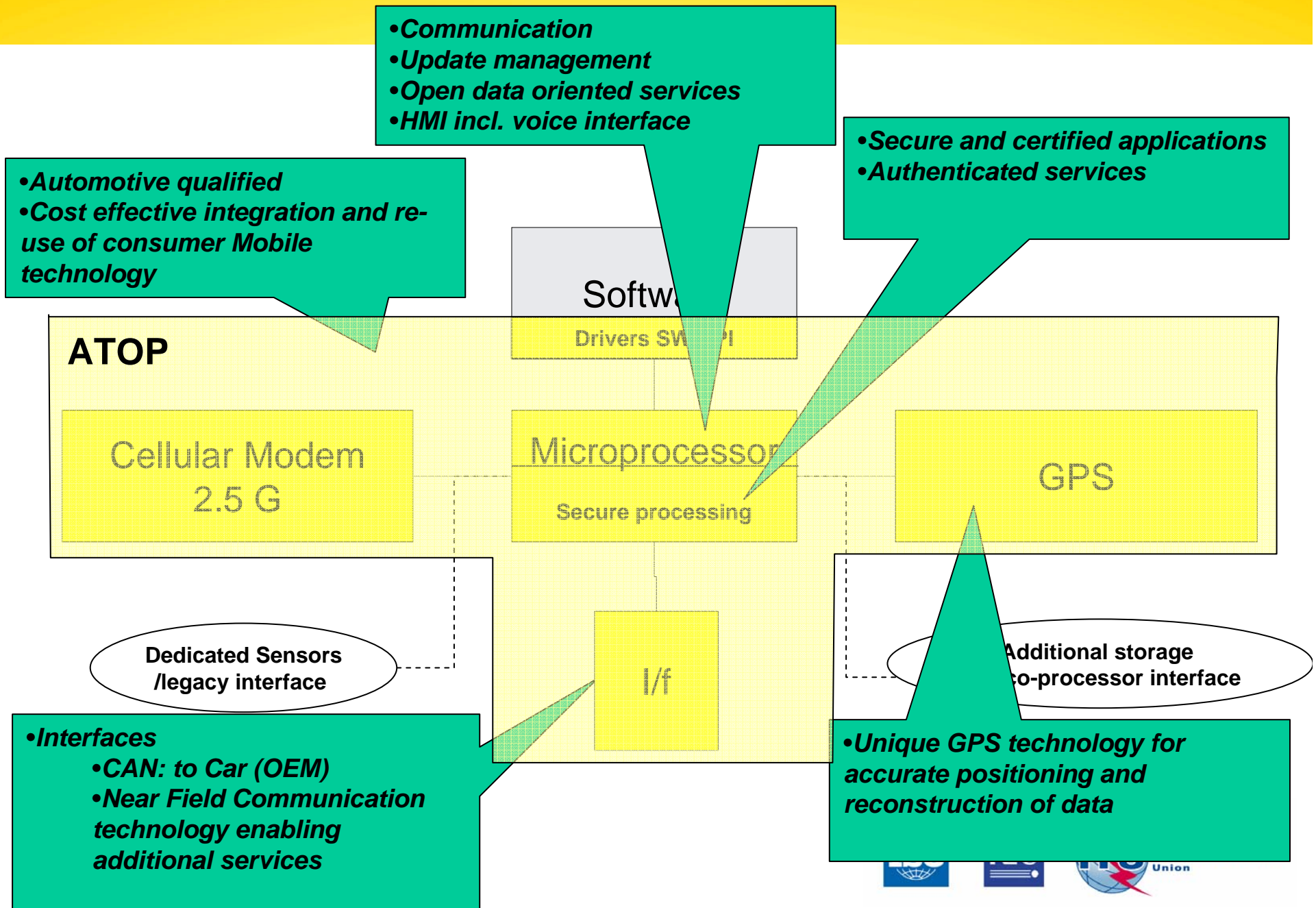


NXP bundles its expertise



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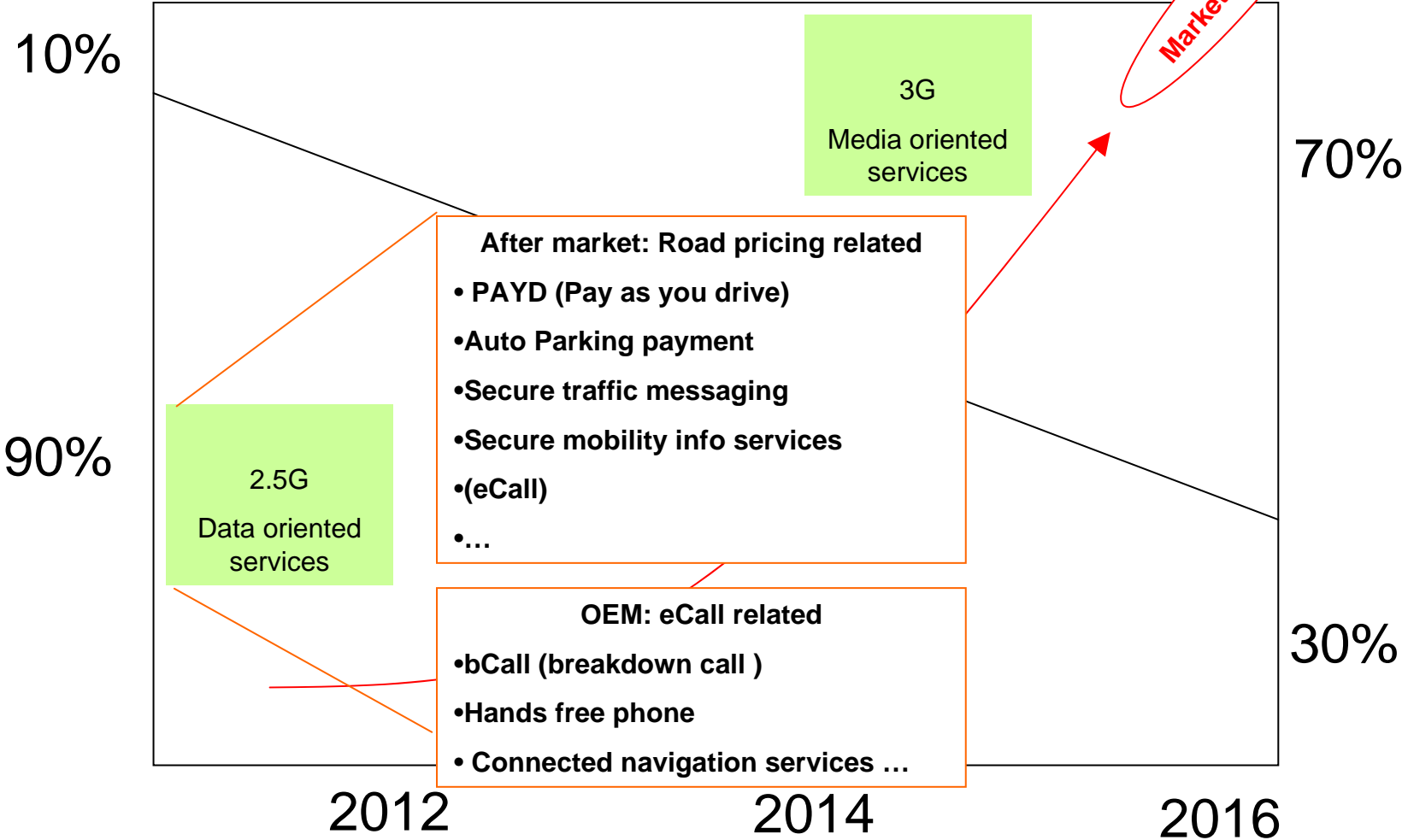


Roadmaps

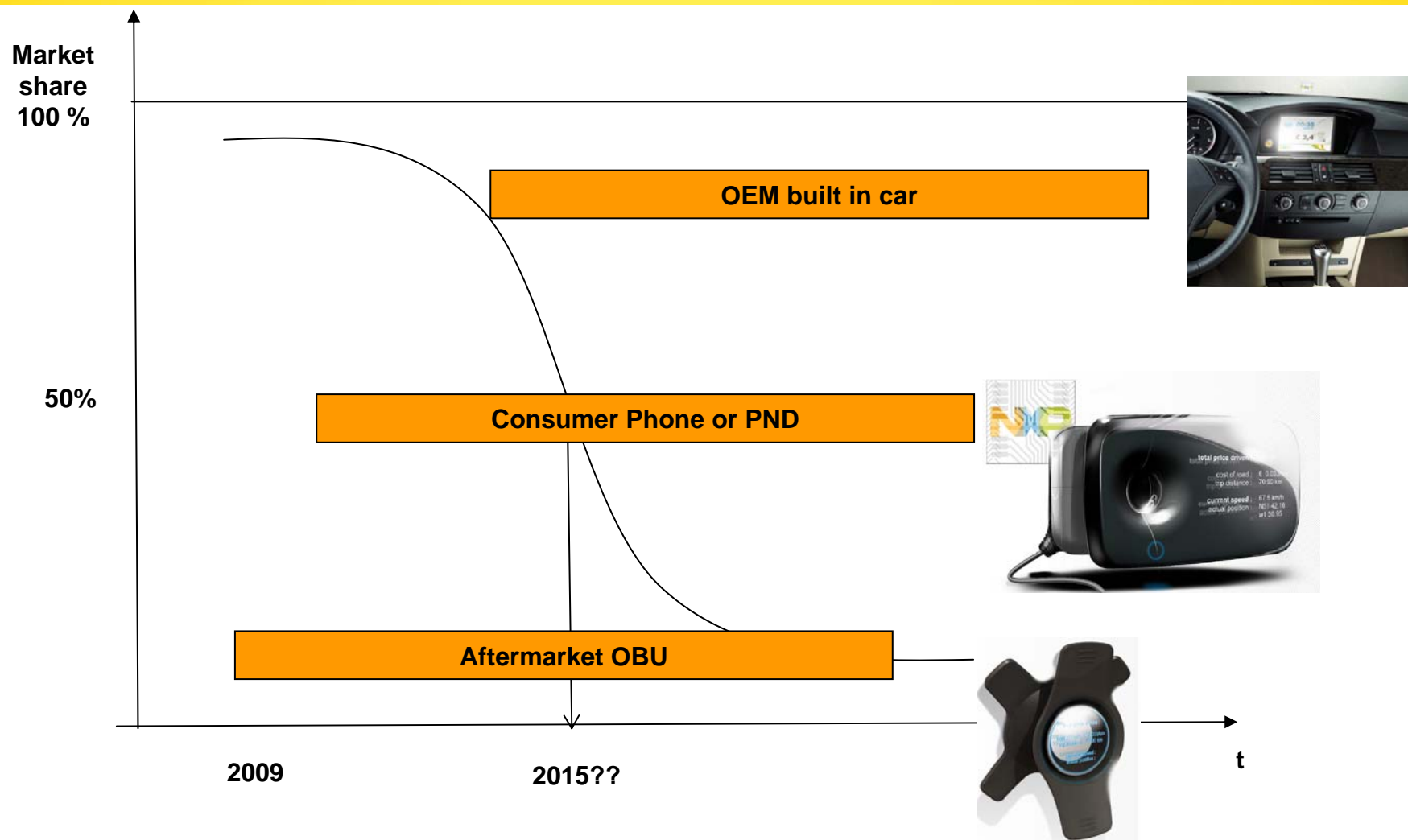
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Services market



Product-market development



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Long term directions



Towards Europe-wide
and Efficient M

Then make
more efficient

Then improve
safety

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First create
space

	Now	2010	2012	2014	2016	2018
EU direction		MORE mobile		Safer		Efficient
Market	None	After market	Integrated in PND-phones	First OEM in car devices OEM		OEM
Service delivery	Proprietary and fragmented initiatives	Aggregated			Move towards open service delivery	
OBU		Single scheme OBU	Multi scheme OBU Ecall added	Open information services		Integrated in car and communicating with in car sensors and actuators.

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