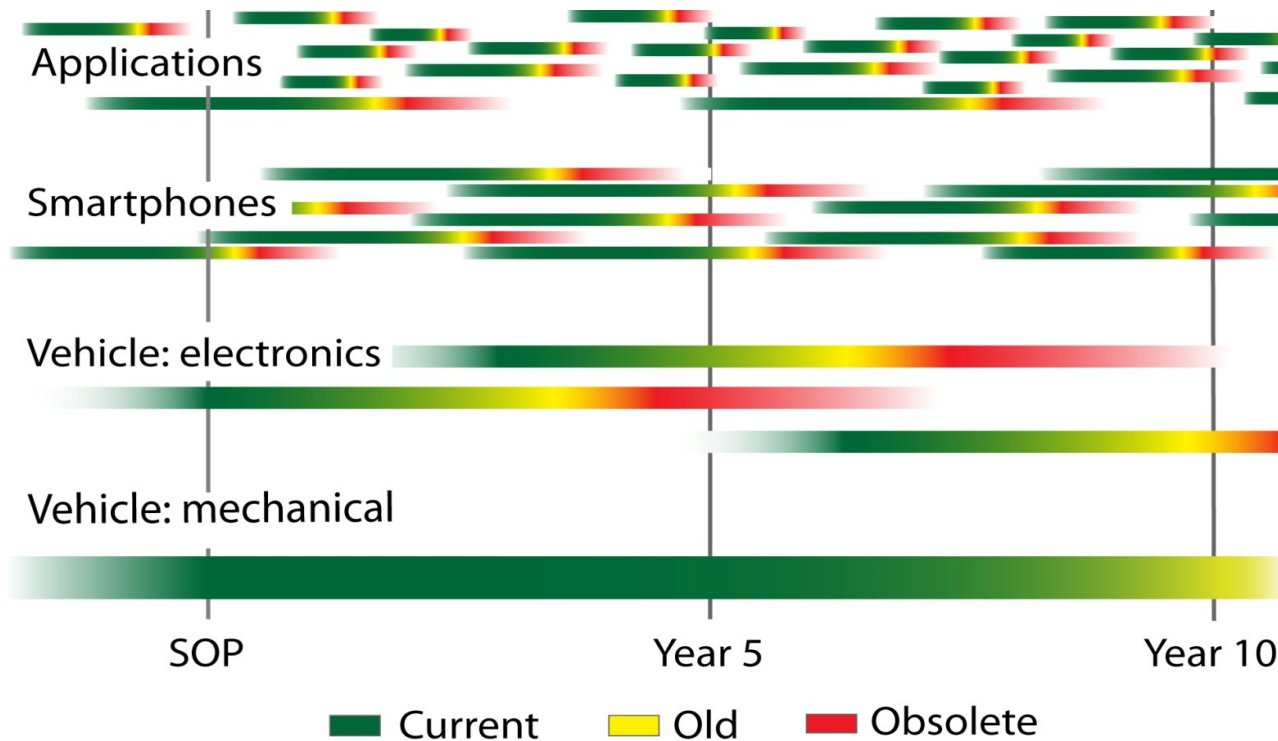


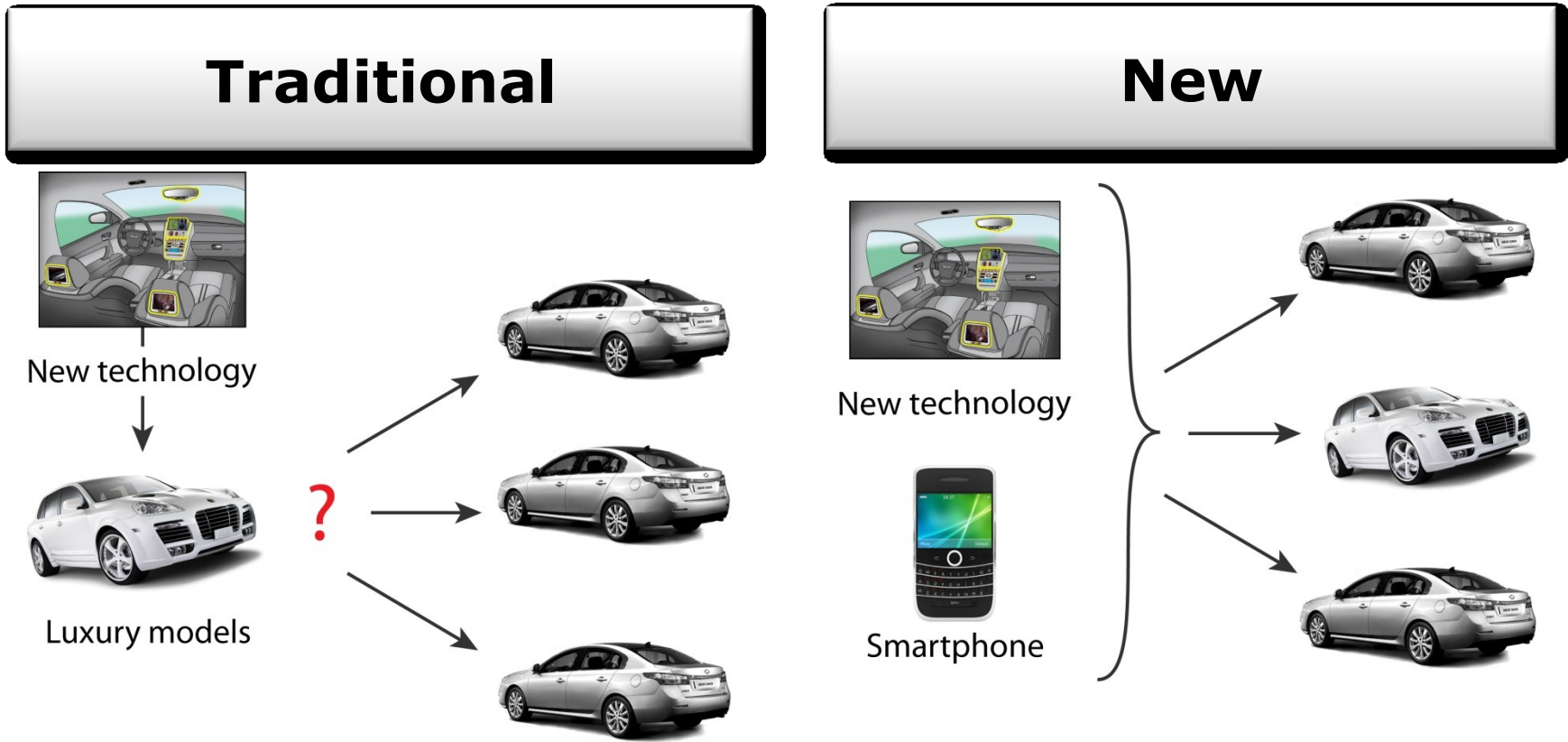
# Keeping the Car Relevant & Up to Date Through Device Connectivity



**Kerry Johnson**  
**Product Manager**  
**QNX Software Systems**

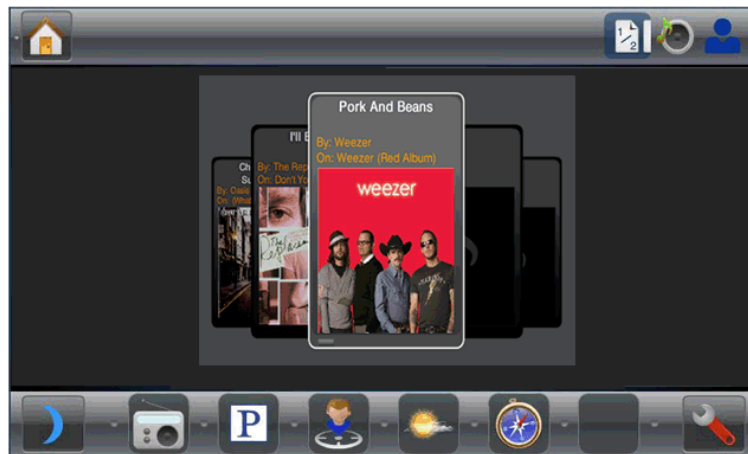
- Vehicles must manage multiple generations of
  - Applications
  - Consumer devices (smartphones, etc.)
  - Applications for consumer devices





**The advent of the smartphone has changed the way automakers introduce new technology into their vehicles.**

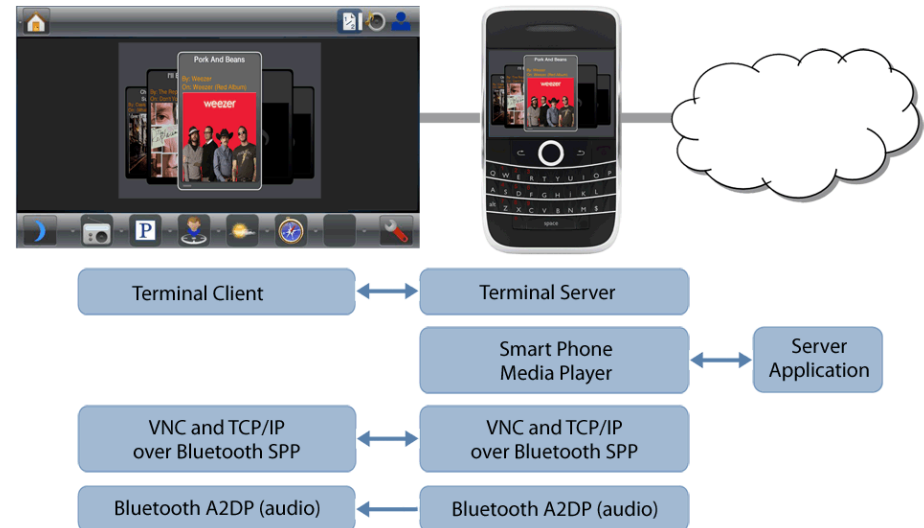
- Already in use in millions of vehicles
- Head unit is responsible for all
  - HMI
  - Applications
  - Connectivity



HMI & applications



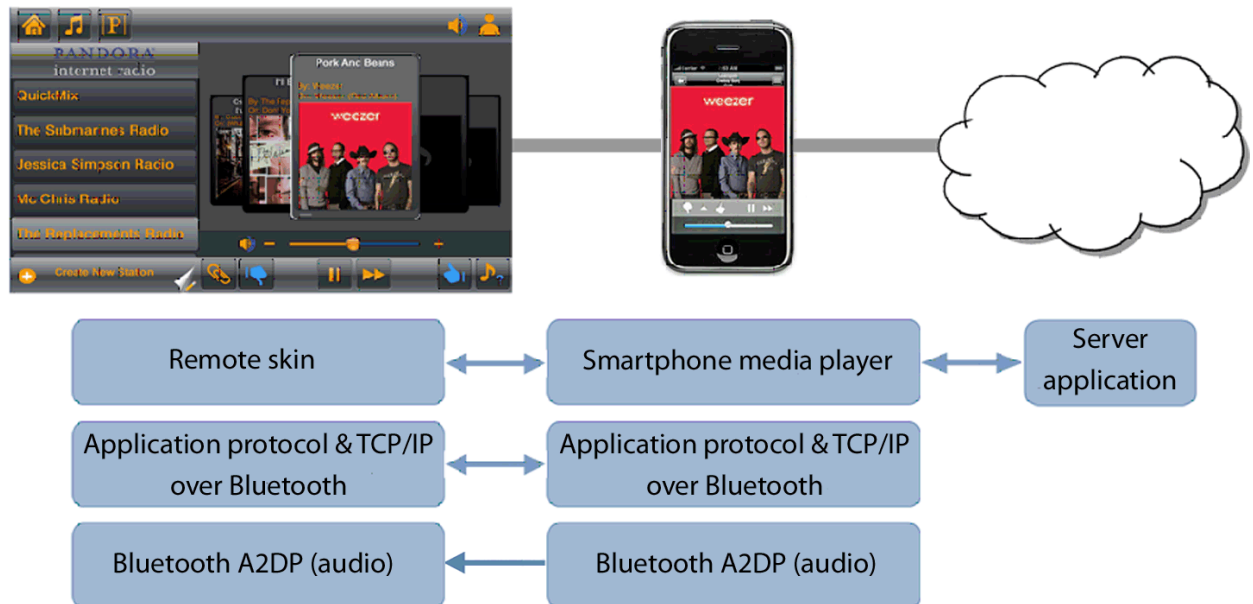
- Applications reside in the smartphone
- Connectivity to the cloud through the smartphone
- Smartphone-head unit connectivity via USB or Bluetooth
- Server-client architecture
  - Smartphone acts as server to the head unit's VNC client
  - Client on the head unit replicates the smartphone HMI
- Spec has provision for "car-specific" mods to HMI



- Access iPhone or iPod Touch through vehicle head unit
  - iPod/iPhone runs apps
  - iPod/iPhone outputs content to vehicle screen
  - Head unit + vehicle audio is conduit for video + audio
  - Head unit controls user interface
- Commands from head unit delivered via iPod accessory protocol
- Apple proprietary (i.e. Apple devices only)

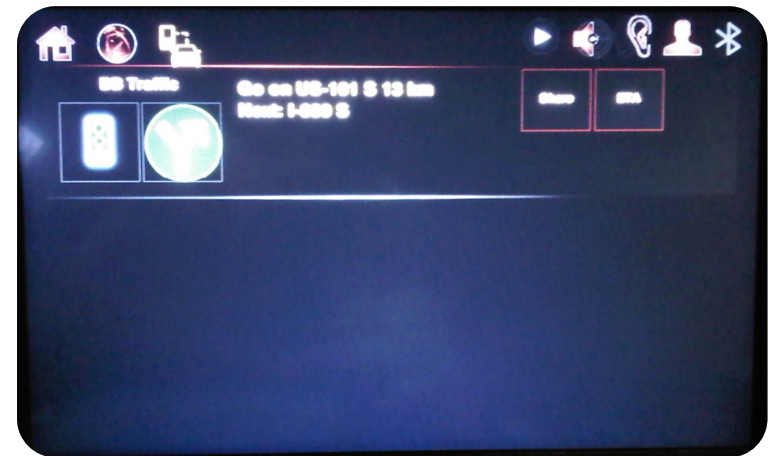


- Infotainment system uses its own app-specific lightweight HMI
- HMI uses TCP/IP connection over Bluetooth or USB to connect to smartphone
- Applications run on smartphone
- From perspective of smartphone, the HMI (skin) is remote





- Vehicle head unit controls smartphone applications
- Head unit-smartphone connectivity through Bluetooth
- Minimalist HMI on head unit
- Protocol transfers icons, text and labels for two buttons to head unit
- Smartphone application uses in-vehicle user interface however it wants

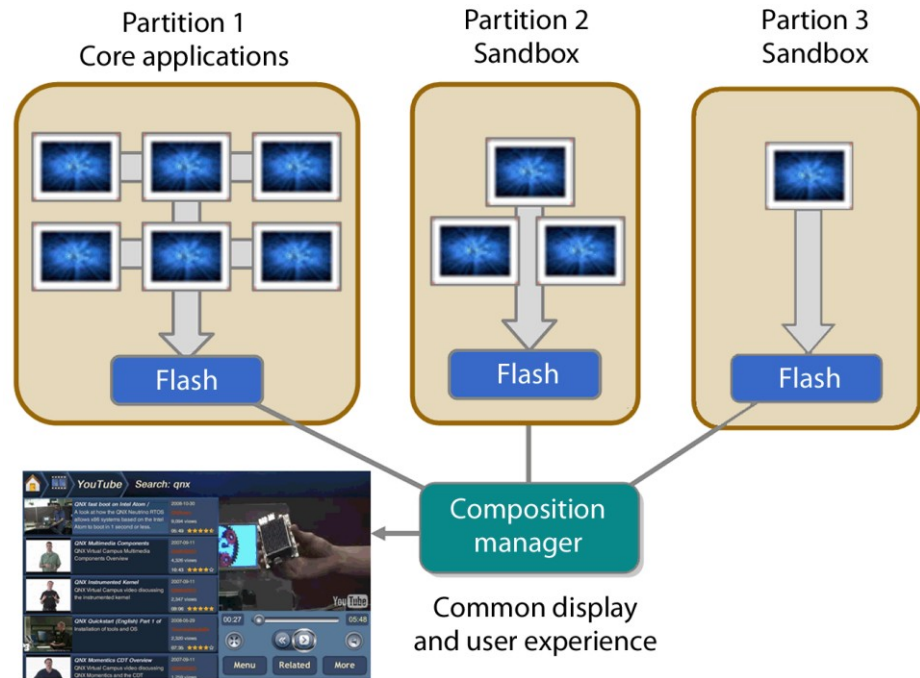




- In-vehicle infotainment systems must integrate with smartphones
- Many integration models today (more to come?)
- No model is ideal
- One size does *not* fit all
- Need to implement a blend of models
- Design in-vehicle system to easily integrate new technologies and updates
- Choose the application platform carefully



Partitions guarantee CPU time and protect memory



- Gryc, Andy. "Making Sense of the Smartphone-Vehicle Cacophony". QNX Software Systems, 2001. [www.qnx.com/download/](http://www.qnx.com/download/)
- Jayaraman, Krishna. "Smart Phones in Cars — In-Vehicle Infotainment Upside Down!" Frost & Sullivan, 26 Oct. 2010. <http://www.frost.com/prod/servlet/market-insight-top.pag?docid=213640719>
- Johnson, Kerry. "Mobile device connectivity keeps the car relevant". *EE Times Design*, 11 Nov. 2010. <http://www.eetimes.com/design/automotive-design/4210672/Mobile-device-connectivity-keeps-the-car-relevant>

# Thank you!

**Kerry Johnson**  
**kjohnson@qnx.com**  
**www.qnx.com**

**The Fully Networked Car**  
**Geneva, 2-3 March 2011**

