



Automotive Business Unit

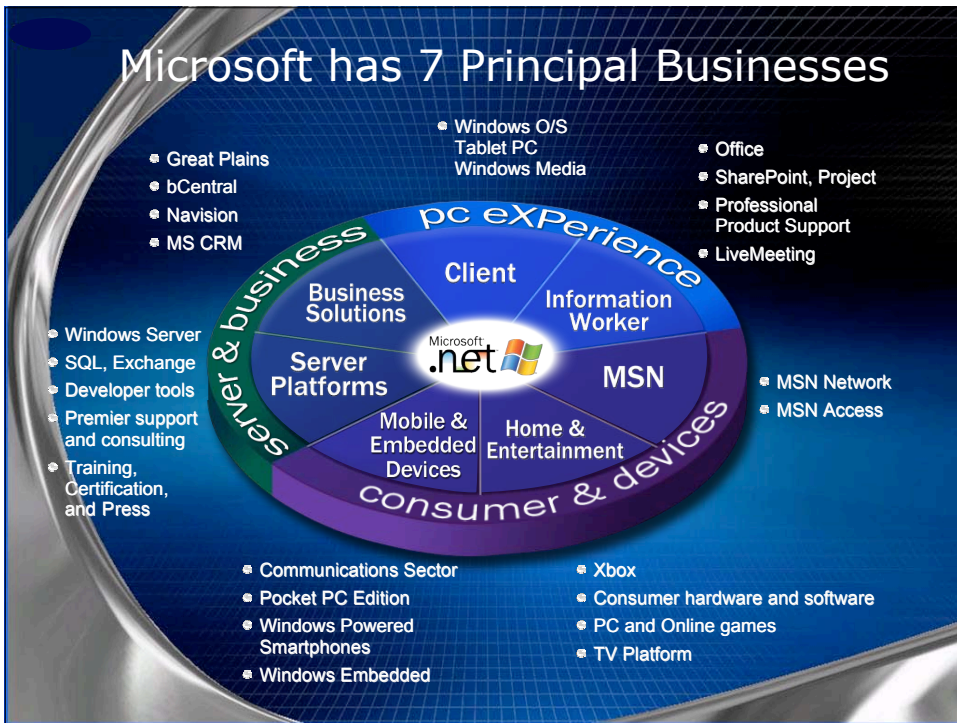
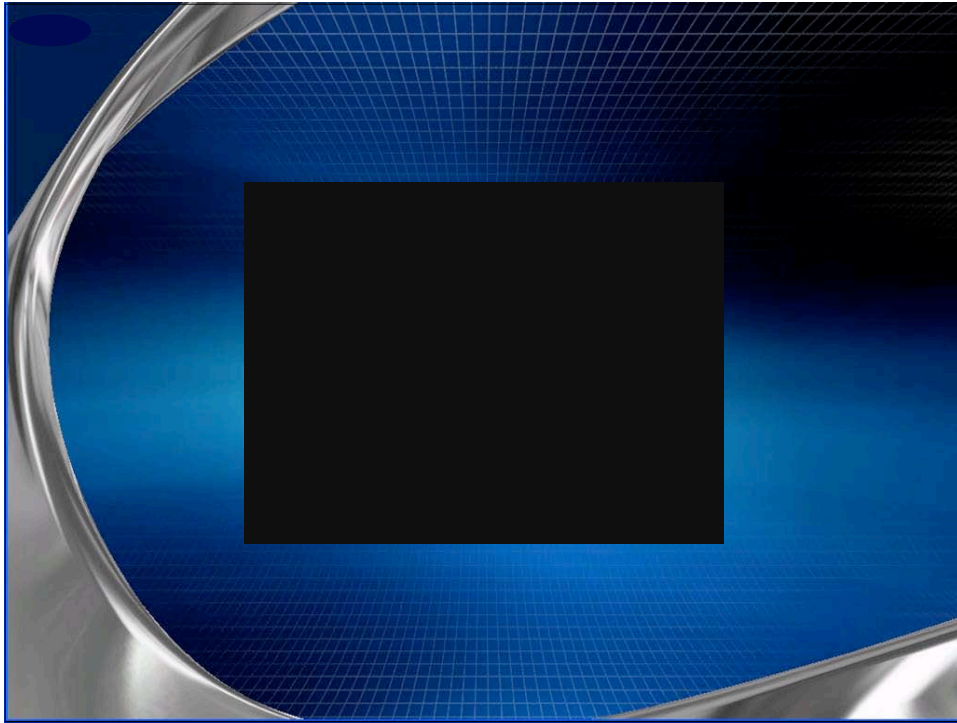
Martin Thall

General Manager



Video

Mobile and Embedded Devices



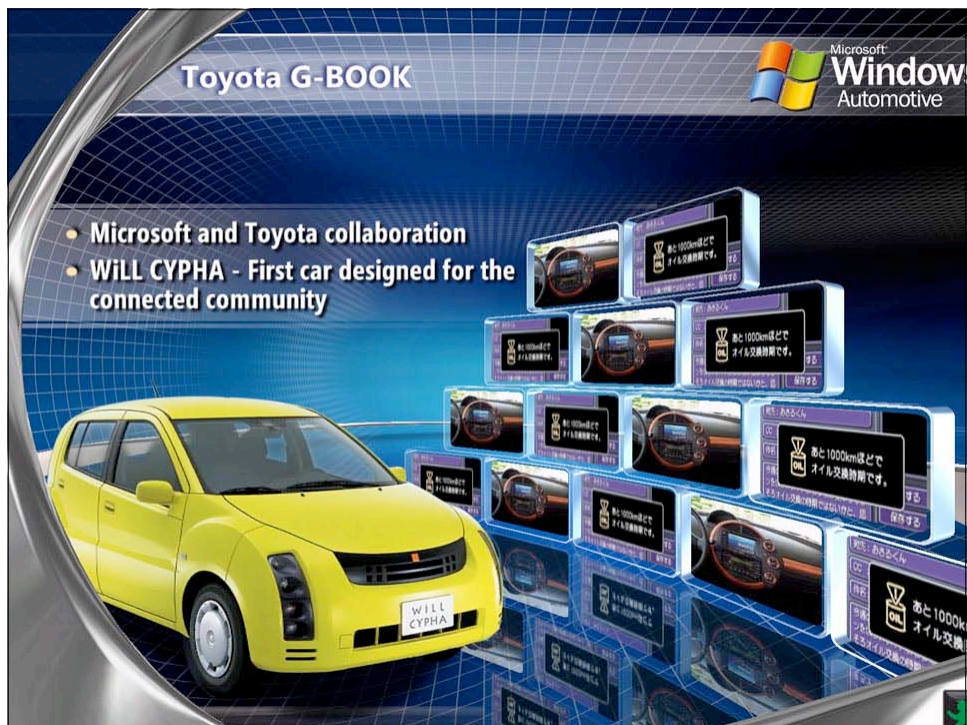
**Eight years developing software
for automotive telematics**

- Dedicated Automotive Business Unit
- Part of a suite of mobile products
- Strategic partnerships with OEMs/Tier 1's
- Four versions released
- 23 Solutions on the road today

Strong commitment to Automotive

ABU Mission

*"Improve the lives of
automobile drivers and
passengers by developing
and enabling valuable and
responsible communication,
location, and entertainment
experiences on a Microsoft
platform"*



Growing Support



Product
Acura RL & TL

Using
**Microsoft's
Telematics Platform**



Video

Driver Distraction



Digital Decade Microsoft
Windows
Automotive

Why Microsoft?

- Strategic importance of Government, Automotive, and Consumer Electronics
- Microsoft is already responsible for consumer experiences at work and home and on the go with mobile devices
- MS is chosen partner to help automakers and suppliers deal with growing complexity of software in vehicles


Automatic Mobile Payments


Infotainment


Emergency Services


Location-Based Services/Information



Government
(Tread, DOT, City, State)


Integration
with Home and Office


Connectivity to OEMs
(CRM, product design, etc.)



Usage-Based Services
(e.g. insurance)



Remote Diagnostics


Digital Decade 


Why the Connected Car?


- Communication
 - Mobile phone in vehicle use
 - Road and Weather Conditions
 - Emergency Vehicle Response
- Navigation
 - Toll Collection
 - Telediagnosis
 - Directions
 - Traffic and Smart Routing
- Entertainment
 - Digital Music


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Infotainment 


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PROGRESSIVE® Usage-Based Services (e.g. insurance) 

Remote Diagnostics 

Digital Decade 

How We Can Work Together

- Government and Automotive Industry Cooperation
- Real Time Traffic Information and Rerouting
- Toll Collection
- E-call Working with Local Emergency Services
- Hands Free Phone Laws
- Fleet Tracking Devices on Government Vehicles
- Intelligent Transportation Systems (ITS)

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Remote Diagnostics 

Microsoft®

www.microsoft.com/automotive

www.microsoft.com/windowsautomotive

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Telematics Black Box Solution

Microsoft
Windows
Automotive

Audio in

- Basic switches
- Instrument Panel Display
- CAN-Interface
- Bluetooth Hands-free
- USB (WMA, MP3)

Noise cancellation

- Off board Navigation
- Safety & Information Services
 - Dead Reckoning
 - GPS Receiver
- GSM-GPRS Module
 - Telediagnosis

CAN

GPS Receiver

GPRS / GSM