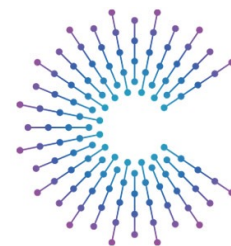# Welcome to the All Member Meeting Day 1

Troy Michigan

10 October 2023

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New Members

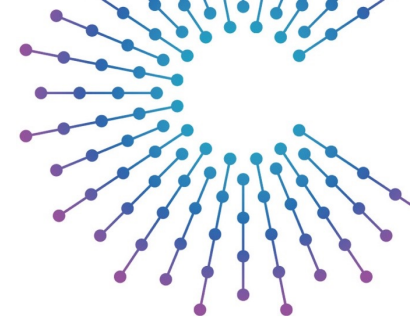**OEMs**

First Tiers

OSV, Middleware, Hardware & Service Suppliers

- Harmonic Financial Technology
- Starfish GmbH
- Sheeva.ai
- Qalware ODD
- Endava Inc
- COMPREDICT GmbH

COVESA Presidents Keynote

Matt Jones
Executive Director
Global Technology Strategy, Research & Advanced Engineering
Ford Motor Company

Agenda

- What are the top 3, fundamental customer expectations of an Automotive OEM?

- How is COVESA helping?

- What COVESA members should consider today?

- What COVESA members should consider for tomorrow?

How is COVESA helping?

1. Common Data Models

- **Data Expert Group** provides VSS and common vehicle APIs that **decouple digital experience from core systems**
  - **Abstracting** vehicle network signals into a standard data model
  - **Encapsulated development** allows isolated integration/test approaches based on consistent data interfaces
  - Developers just need to **comprehend their (decoupled) part of the vehicle**

2. IVI Application Frameworks

- **AOSP Application Framework Standardization** Expert Group supports **consistent interfaces** for developers to access devices (e.g., camera) and to deliver Apps
- Provides AOSP App developers with **consistency across OEMs**
- More Apps **extend personal digital lives into the vehicle**

3. Expanding Mobility

- **COVESA** establishes links with other open communities, to exchange knowledge and lessons learned and to **establish aligned data models across industry sectors**
- **COVESA** is an **open community** where its members can address challenges that cannot be realistically solved or scaled alone

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Expectation 1: Common Data Models

- Automotive E/E architectures have evolved increasing vehicle complexity

- Frequency of update of digital experience is an order of magnitude higher than for traditional automotive systems

- Core vehicle systems and digital experience are oftren tightly coupled resulting in three consequences:
  - Core vehicle system changes often trigger changes in the digital experience
  - Vehicle integrity requires test processes for the whole vehicle
  - Developers implementing both core & digital experience are in high-demand

Customers expectations for the update cycle are increasing. Common Data Models assist in the development and maintenance.

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Expectation 2: IVI Application Frameworks

- Currently handled by the integration embedded Android Automotive (AOSP) or the integration of "projected modes" like Apple CarPlay or Android Auto.

- Alternatively, each of the digital eco-systems (e.g., entertainment, conferencing) could integrate directly with the vehicle, enabling a seamless digital experience

- Industry fragmentation and the lack of a standard vehicle API´s block this essential integration

The in-vehicle digital experience must embrace a customer's personal digital life, which often centers around their mobile phone.

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Expectation 3: Expanding Mobility

- The vehicle is only one element of a complex mobility system of systems

- Customer journeys require data elements from multiple data sources (e-charging, parking, road traffic, public transit, etc.)

- Integrated data depends on aligned data models from multiple industry sectors

- Success requires collaboration between like-minded communities in other sectors.

The vehicle must be integrated into broader mobility solutions and services

What should COVESA Members consider today?
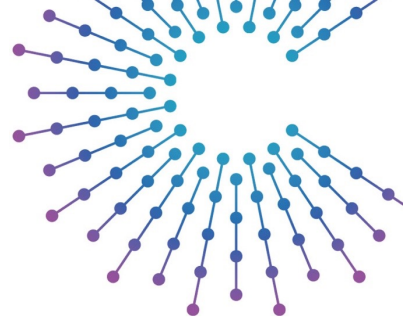
Maturing and Scaling VSS

- Open community...your opinions matter
- Lessons learned from adoption is essential

Building Common APIs

- For vehicle services
- For vehicle digital apps & devices

Initiating & engaging in cross-industry dialog

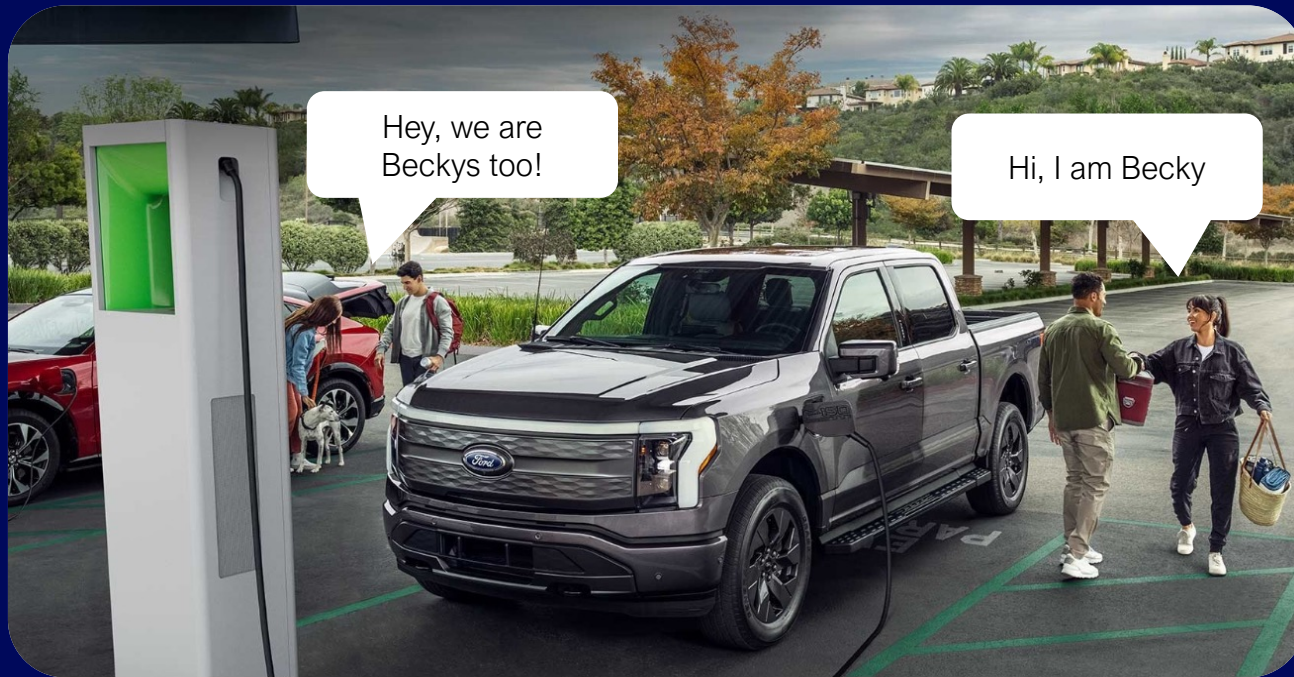- Contribute mobility scenarios that require vehicle data

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from "Techie"

to "Becky"

Ford

Let's take a look at Becky today

- Becky

Becky

Becky

Charger?

Ford

Becky

If I was alone, I probably would not have stuck around here at night. Kristen Lee

https://www.businessinsider.com/ev-charging-public-electric-car-chargers-supercharger-network-evs-tesla-2023-3
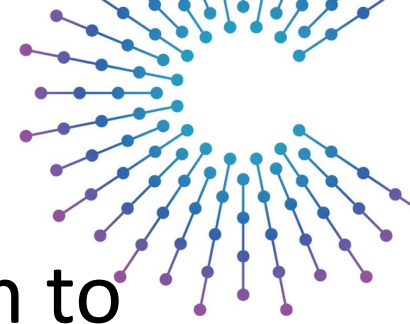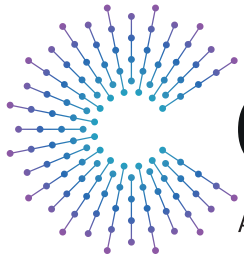
KOMMUNIKATION ERROR

DEFEKT!

Ford

Ford

How might COVESA enable the automotive ecosystem to deliver groundbreaking user experiences at a cadence that is previously unimaginable?

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Thank you