

COVESA



MATT JONES

COVESA Member Keynote

AMM Gothenburg Sponsors

Thanks!!

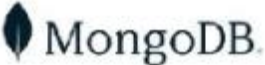
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SHOWCASE VEHICLE SPONSORS



New Members

Welcome!!



Members

OEMs



First Tiers



Silicon arm



Other



OSV, Middleware, Hardware & Service Suppliers



Members

Founding & Charter Members



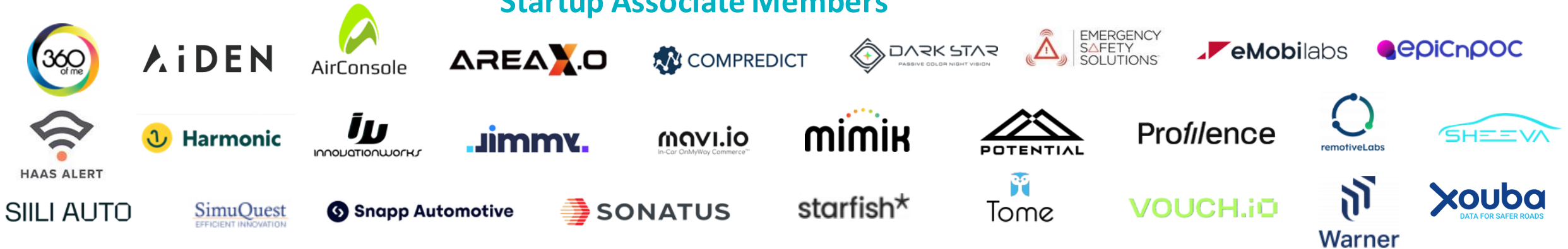
Core Members



Associate Members



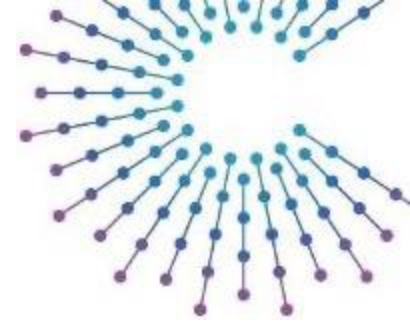
Startup Associate Members



A decorative graphic at the top of the slide consists of a network of interconnected nodes and lines. The nodes are represented by small circles in various shades of blue and purple, connected by thin lines. The overall pattern is a complex, web-like structure that spans the width of the slide.

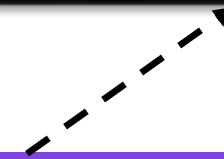
How is COVESA doing?

Is COVESA doing the *right* work?



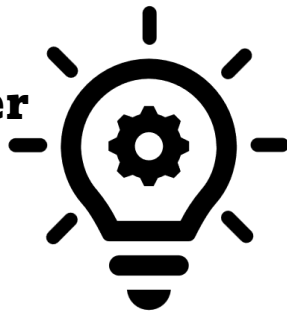
Vehicle Signal Specification

- Getting the “core” right!
- Addressing new concepts
- Scaling smartly



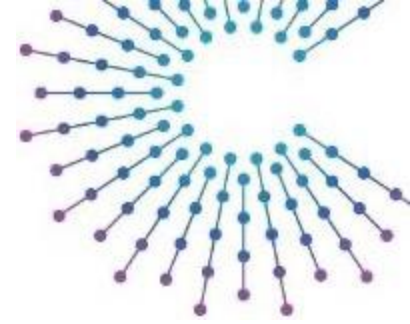
- Identifying opportunities
- Defining requirements
- Finding/adapting solutions

Member Ideas



- Commercial Vehicles
- Connected Safety
- Vehicle Experience & Commerce

Is COVESA doing the *right* work in the *right* way?



SAFE context for idea exchange

- Chartered Groups/Projects
- Clear deliverables known
- Well-defined contribution models



Consistent cadence of Evolving work products

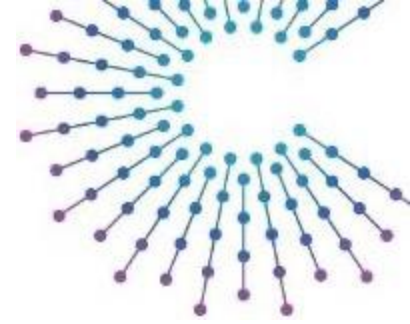
- Planned delivery milestones
- Backlog grooming
- Release notes



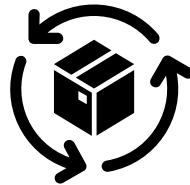
Open collaboration Open licensing

- Variety of FOSS licenses available
- Documents published with open copyright license
- Open mentality from beginning to end

Is COVESA doing the right *work*, the right *way*, with the right *results*?



Improving & Compelling Outputs



- VSS expansion
- Code projects (IFEX, etc.)
- VISS/VISSR projects in COVESA



Consistent Communication



- More budget allocated to marketing
- New website coming
- Easier to find projects/outputs

Broadening Interest & Adoption



- More products using VSS
- New member ideas gaining steam
- Non-automotive orgs joining

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

Opportunities for COVESA



Digital experiences in and around the vehicle must continually evolve



Vehicle experiences must integrate seamlessly with the consumer's digital world

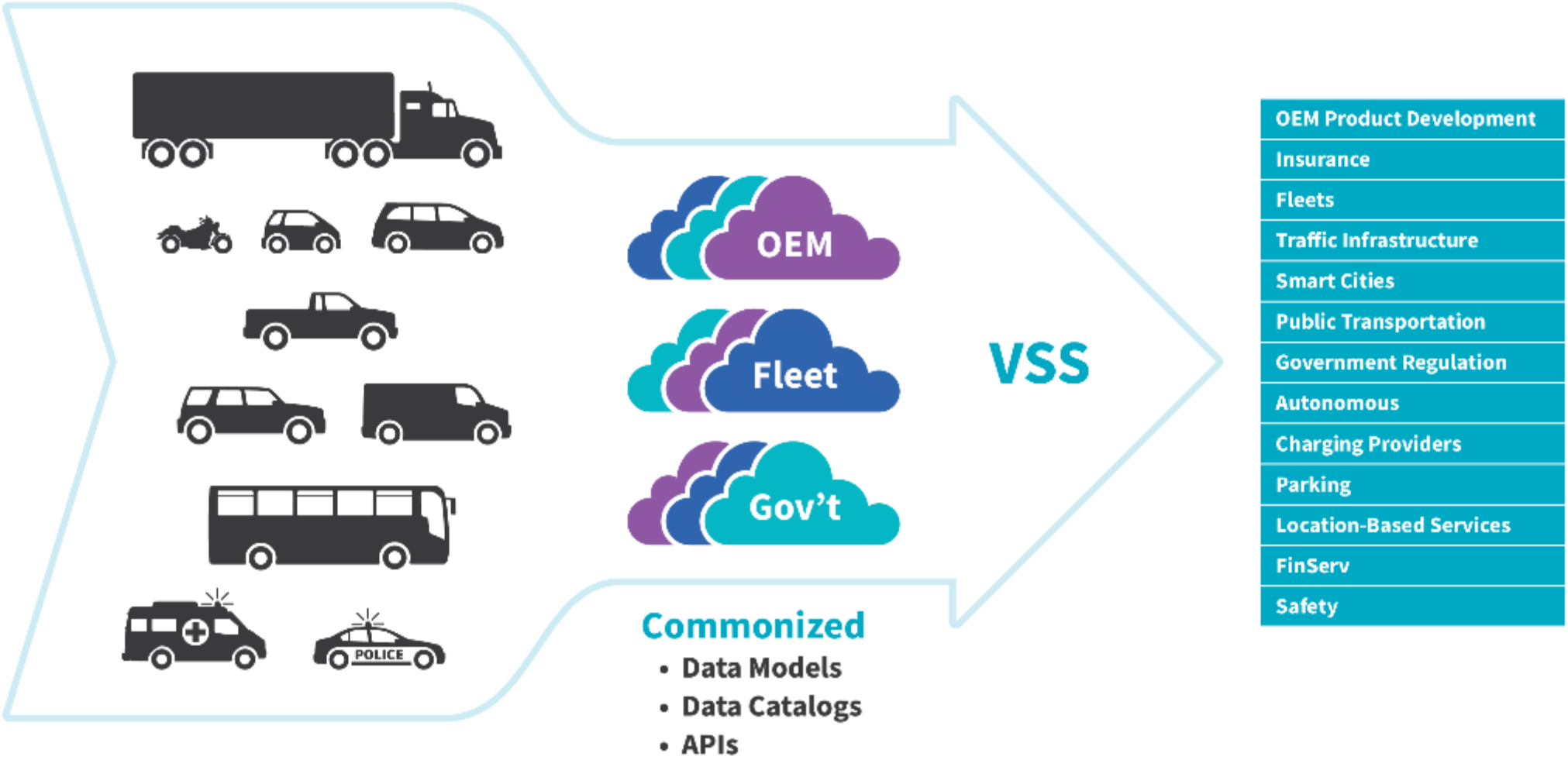


Vehicles must increasingly be part of a connected mobility ecosystem of solutions and services



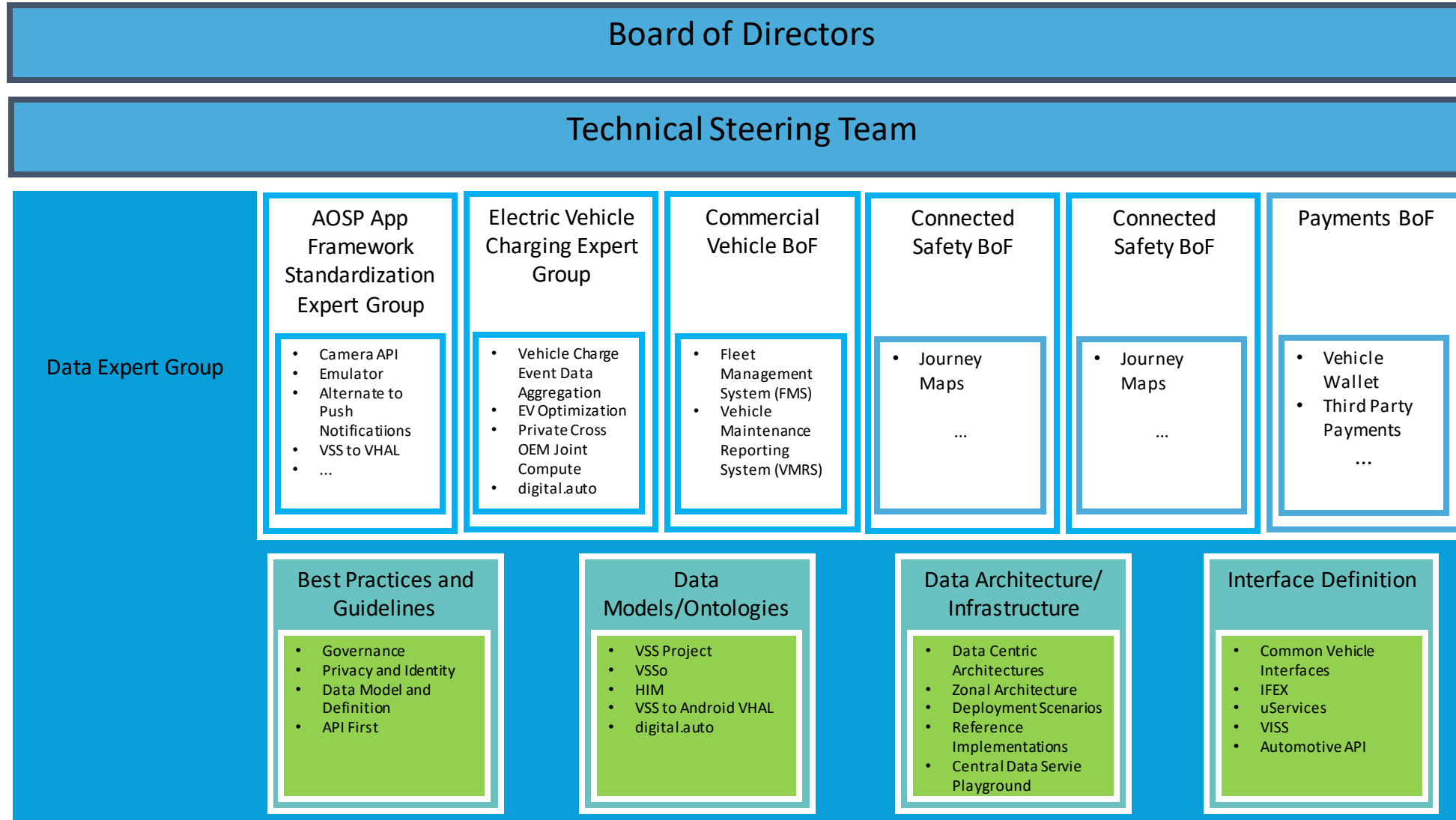
COMMON DATA MODEL

Shared Data Enables a Variety of Current & Future Use Cases

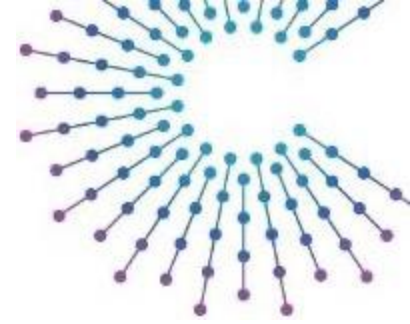


VSS commonizes diverse data sources enabling focus on business value.

How COVESA Shepherds VSS



What should COVESA Members consider today?



Maturing and Scaling VSS

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

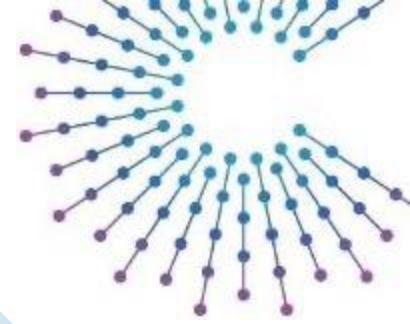
Building Common APIs

- For vehicle services
- For vehicle digital apps & devices

Initiating & engaging in cross-industry dialog

- Contribute mobility scenarios that require vehicle data

Growing the Buyers/Sellers Network



Networking Events

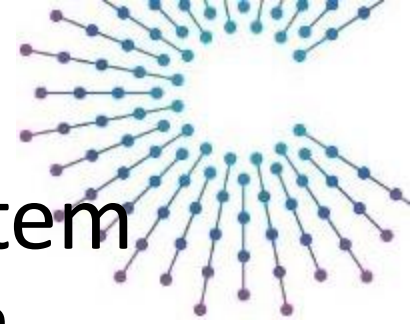
- Consumer Electronics Show (CES)
- COVESA Member Meetings
- Select Industry Events

Brand Visibility

- Webinars
- Co-branded Whitepapers
- Event Talks/Panels Coordinated by COVESA

Beachhead Events

- AutoTech: Detroit
- Embedded World(?)



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





A Vision for the Future



COVESA

TESLA

BIRLLA AL VARESE
MAXI

The Original 24MY – 100 Years Ago



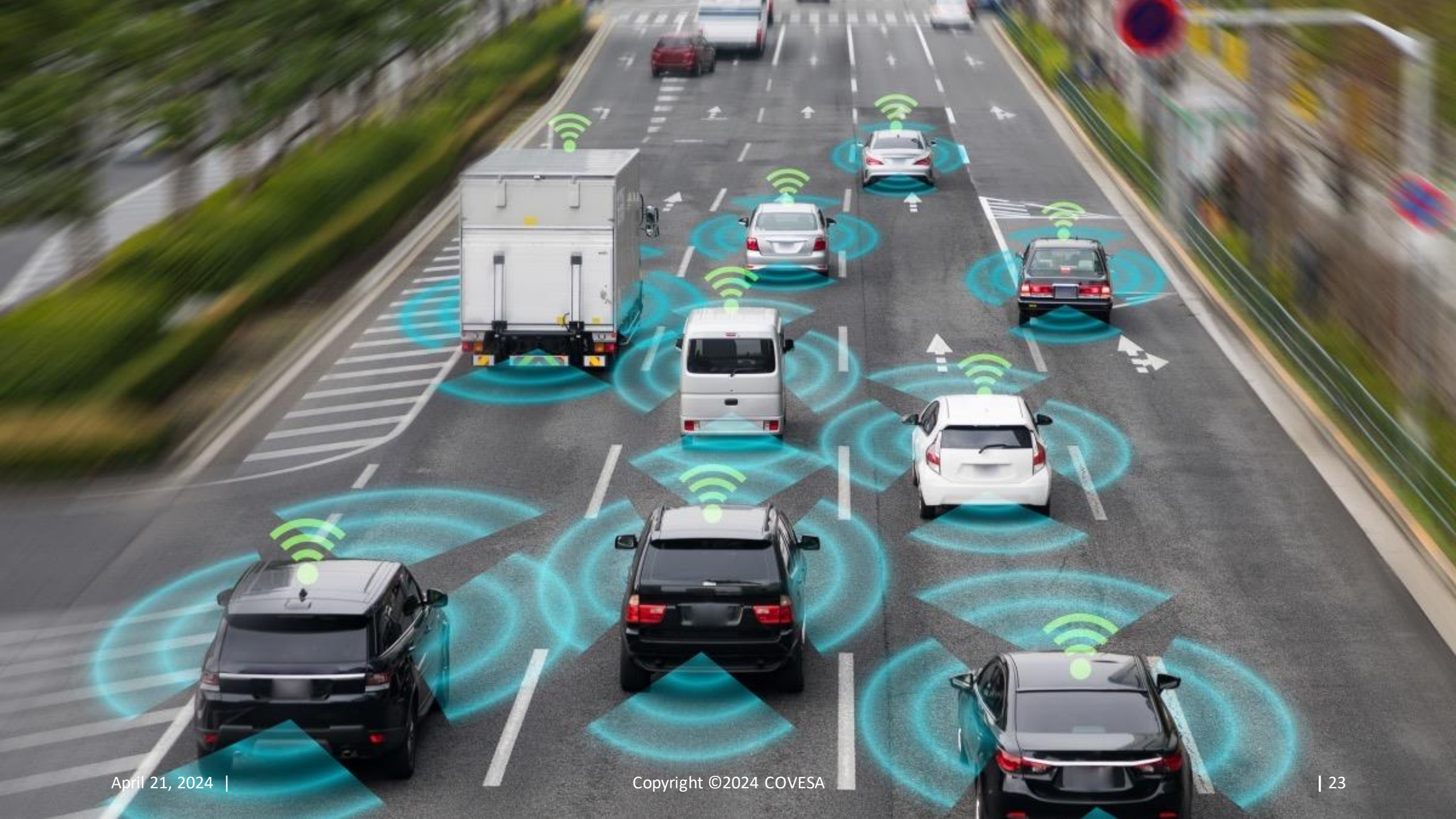


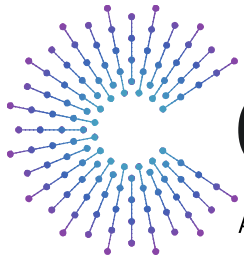




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COVESA

Accelerating the future of connected vehicles

