WELCOME TO THE GENIVI ALL MEMBER MEETING

5 October 2021

Today's Event

- Alliance News
- Member Perspectives
- What's Next

Matt Jones
Chairman & President, GENIVI Alliance

A New GENIVI

Connected Vehicle Systems Alliance

Our Vision

COVESA is an open, collaborative and impactful technology alliance; accelerating the full potential of connected vehicles.

Working together, we are a force-multiplier, creating a more diverse, sustainable and integrated mobility ecosystem.

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Our Mission

Enable our members to collaborate as a force-multiplier, efficiently integrating solutions across mobility technologies and adjacent industries.

Evolve our collective experience, staying ahead of dynamic and disruptive technologies and business models that drive the mobility revolution.

Expand our open community's expertise to lead multiple technology projects that advance the mobility ecosystem by focusing on accelerating connected vehicle systems.

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COVESA Value Proposition

Members shape the future together

- Engaging with other members gives you a place to challenge the norms to a greater degree than you can inside your own organization; your contribution to the alliance will power the future of integrated shared systems, benefiting your business.

Expert collaboration creating common language

- Use the expertise of all members to create joint platforms which allow seamless integration benefits for all members. The effective communication between members will create the effective communication between systems.

Influence a wider perspective

- Gain a broader context of connected vehicle data and services, including the perspective of adjacent industries; using diverse thinking to ensure the evolution of mobility.

Consistent context for diverse projects

- Contributing members benefit from repeatable and consistent processes to efficiently execute a wide variety of technical projects that support member initiatives.

Growing a vibrant ecosystem

- Bringing buyers and sellers together to accomplish business goals, supporting the adoption of alliance member-driven results.

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Working Model

Specification Development - Expert Groups

- COVESA will host and facilitate members-only expert groups in which interested contributors can agree on common approaches for interfaces, services, data models and other solutions requiring a normative specification.

Exploration and Education - Teams, Birds-of-a-Feather (BoF), Special Interest Groups (SIG)

- COVESA will host and facilitate teams, which are stakeholder gatherings aimed at exploring integration of multiple standards and developing marketing, educational and adoption materials and events. COVESA will also host and facilitate short-term (BoFs) and long-term (SIGs) exploratory groups gathering input from stakeholders on technical areas in need of new collaborative work.

Open Software & Other Assets - Projects

- COVESA will host and facilitate open projects that deliver software and related materials that equip the industry with useful assets for commercial solution development.

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Projects

Common Vehicle Interface Initiative
- Vehicle Data Standards - VSS/VSSo
- Vehicle Service Catalog - VSC
- Vehicle-Cloud Connectivity (CCS)
- Technology Stack and Tooling
- Expanded Data Set for Android Automotive

Active Liaison Work
- W3C
- Open Insurance Network
- eSync Alliance
- In-progress:
  - AUTOSAR
  - ISO
  - Eclipse Foundation

Member Projects

Android Automotive SIG
- OEM/Suppliers exploring integration and extension of Android Automotive

In-vehicle Payment SIG
- Auto/Payment industries exploring common interfaces for commerce/payments

Security Team
- Educating and planning for enhanced automotive cybersecurity

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COVESA and the Future of Mobility

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Connected Vehicles & Future of Mobility

Challenges

- Fragmentation in defining, exchanging and leveraging vehicle data

- Multiple proprietary approaches for vehicle interface for data and service invocation

- No single organization focused on in-vehicle, edge and in-cloud solutions

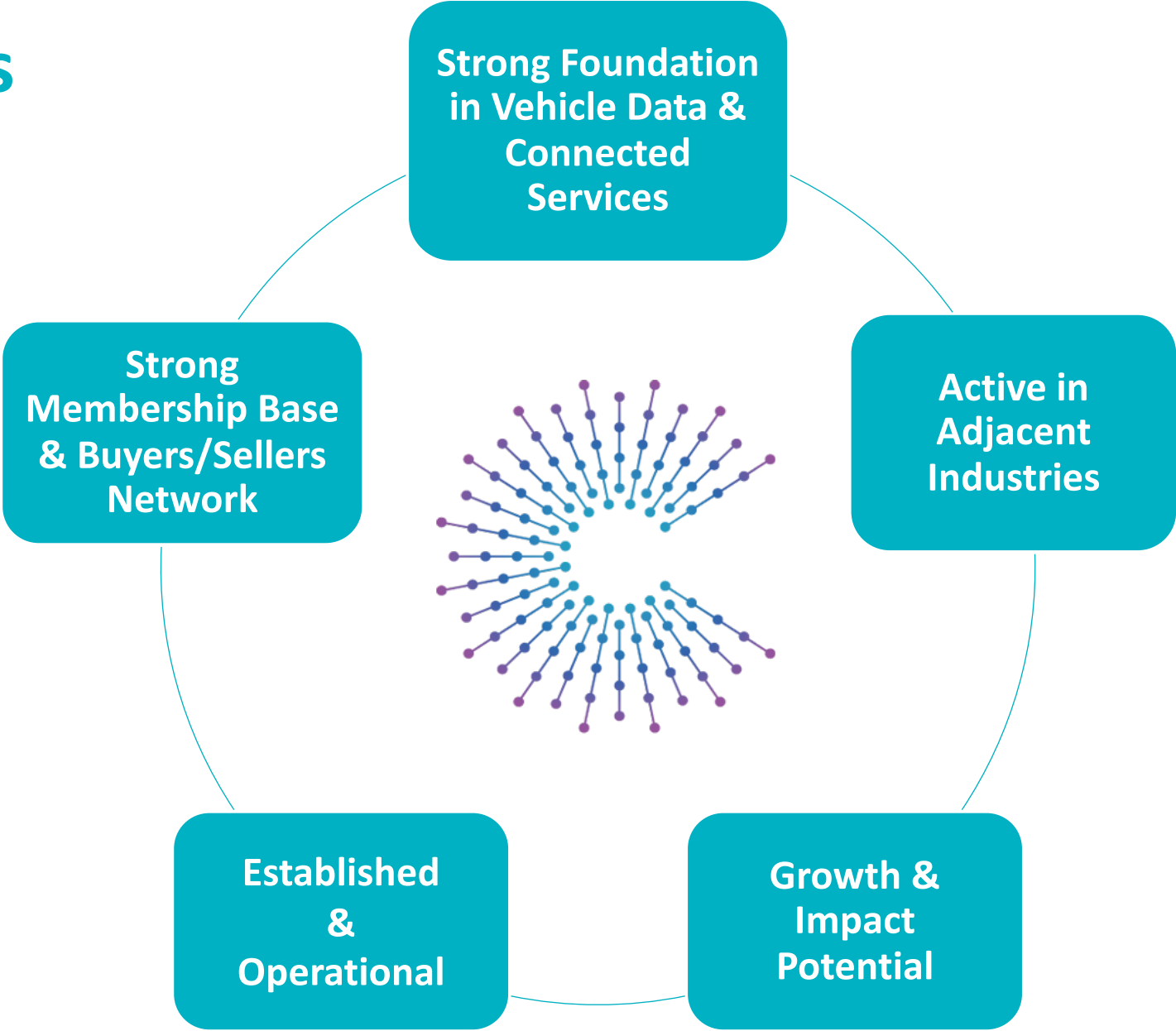- Connected vehicles need to fit into a growing and diverse set of industries

Opportunities

- Industry-led common approaches could streamline data usage leading to new services

- Single vehicle interface could simply data exchange and service delivery

- One-stop shop for all things connected vehicle and mobility can accelerate new standards

- Auto industry can unite and partner with big tech

- Other industries already engaging to explore vehicle value in their industry contexts

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Impact to Industry

- Focused organization on connected vehicle technologies

- Common approaches for non-differentiating technologies, standards delivered openly

- Software as the basis for commercial solutions

- A vibrant ecosystem of companies, products and services that spans multiple industries

- An open door for cross-industry collaboration

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Opportunities

Strong Foundation in Vehicle Data & Connected Services

Active in Adjacent Industries

Growth & Impact Potential

Established & Operational

Strong Membership Base & Buyers/Sellers Network

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COVESA Membership

Why Join COVESA?

- Container for your collaborative projects

- Force-multiplier to your contribution

- A buyers and sellers network

- Leverage members' expertise to create joint platforms

- Platform for your organization's needs
  - Way for members to learn and acquire information
  - Co-develop non-differentiating functionality with others
  - Contributions in addition to code: requirements, needs and insights

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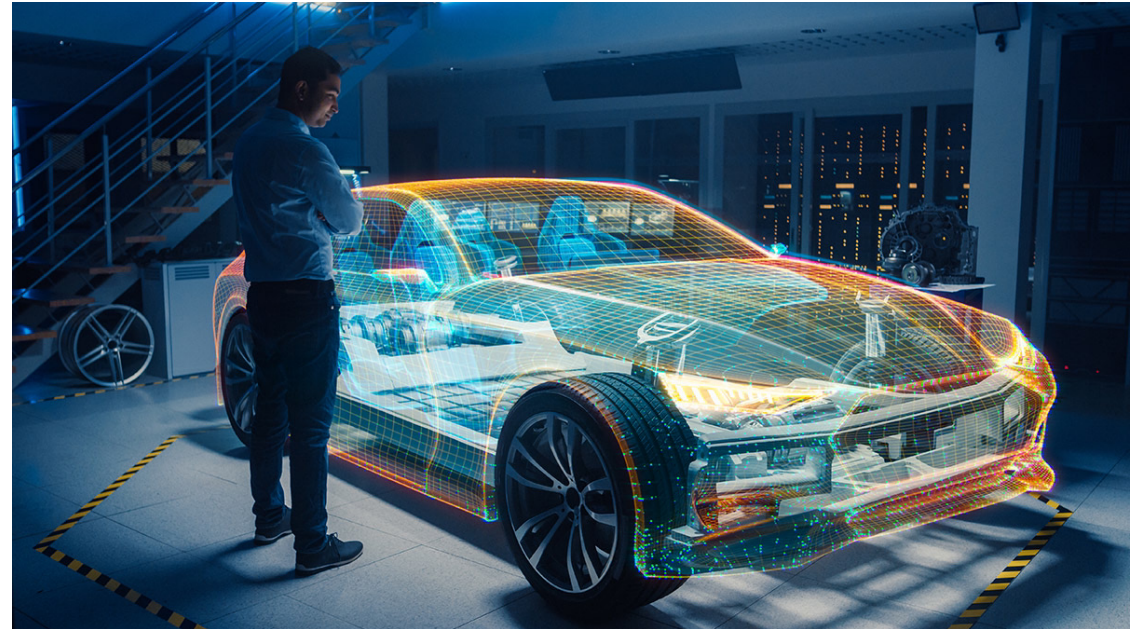
COVESA Membership Program

Member Benefit	Charter	Core	Associate	Startup
Seat on the Board of Directors	Two-year term if elected	One-year term if elected		
Determine Board Composition	X			
Oversee Spend on Development Projects	X			
Eligible for Board Officer Positions	X	X		
Right to Propose New Groups/Teams	X	X		
Right to Lead Groups/Teams	X	X		
Right to Vote to Advance Specification for Board Approval	X	X	X	
Right to Participate as a voting member in Groups/Teams	X	X	X	X
Eligible to Attend All Member Meetings	20 Free Passes	5 Free Passes	2 Free Passes	2 Free Passes
Eligible for Certification Programs	X	X	X	
Pre-release Access to Candidate Specifications	X	X	X	X
Eligible to Participate in COVESA-Sponsored Marketing Programs	15% Discount	10% Discount	at cost	X (limited size)
Right to Propose a New, COVESA-Hosted Open Project	X	X	X	X
Eligible to co-present COVESA-sponsored webinars or co-author whitepapers or technical briefs	X	X	X	X
Logo listed on Alliance Website & COVESA Events	X	X	X	X
Eligible to Receive Communications about Alliance Activities and Plans	X	X	X	X
Eligible to participate in COVESA Showcase events	X	X	X	X
Eligible to access the member wiki and email distribution lists	X	X	X	X
Eligible for COVESA-negotiated event sponsorship and registration discounts	X	X	X	X
Annual Fee	**$100,000**	**$25,000**	**$10,000**	**$2,000**

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What's Different from GENIVI?

- Legal construct will not change

- Purpose statement (Bylaws) and Scope definition (IPR Policy) moved from IVI to connected vehicle focus

- COVESA.global/join for more information

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Let's Grow Our Alliance Together

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Support From Our Members

Christoph Ludewig
VP OEM Europe
GeoTab

Hisao Munakata
Senior Director, Automotive Digital
Products Marketing Division
Automotive Solution Business Unit

"As a global provider of premium connected vehicles and mobility services, internationally accepted standards play a key role for the BMW Group. We therefore support the evolution of GENIVI from its IVI platform into a comprehensive mobile ecosystem alliance. Building on an excellent and already established basis, the new COVESA approach provides an enhanced solution to address new topics and to shape the future of sustainable mobility, cross-industry, competently and with high technical standards."

Martin Arend
General Manager Automotive
Security, Data Services Connected Car

Daniel Krippner
Tech-Lead of Software-defined Vehicles

"Automotive software is facing a significant change. On top of established hardware-driven value chains, software is becoming a significant field of innovation. Establishing cross-brand software ecosystems for in-vehicle software offers a chance to re-think how in-vehicle software is developed, managed, and operated.

Unifying the automotive industry towards such an objective is a huge challenge, which can only be overcome by determined collaboration of all players. COVESA has the potential to be the crystallization point of the connected vehicle ecosystem enabling the cooperation of individual organizations and alliances/foundations."

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GEOTAB

Christoph Ludewig
VP OEM Europe

"With innovation serving as a guiding pillar for our business, Geotab firmly believes that data has a pivotal role to play in advancing a better future for all. As an organization, we also believe in the power and importance of adaptability, understanding that sometimes in order to truly innovate you must pivot in order to grow.

Geotab congratulates COVESA on its new positioning and we look forward to continuing to actively support COVESA's ambitions to drive the ecosystem and technological advancement of connected cars forward in an effort to provide customers with the freedom and power of choice."

HYUNDAI MOTOR GROUP

Paul Choo
Senior Vice President of Electronics Tech Unit

"Hyundai Motor Group cares deeply about the future of connected vehicles for more reasons than the vehicle itself. Our priorities are enhancing the lives of our drivers and passengers along with being consistently mindful of tomorrow and a promise for a greener and more accessible world.

We support COVESA's vision of creating a more diverse, sustainable and integrated mobility ecosystem that can be enjoyed by our drivers around the world. Hyundai looks forward to engaging with other COVESA members to deliver on this important vision."

RENESAS

Hisao Munakata
Senior Director

"Renesas believes the demand for more flexible personal data and identity exchange between vehicle and cloud-based services is becoming more vital to automotive computing solution providers, and exchangeability across the OEM brand is an essential aspect from the user's standpoint. The newly reborn COVESA will realize a stress-free world with a collaboration of vendor-neutral organizations like W3C."

What's Next
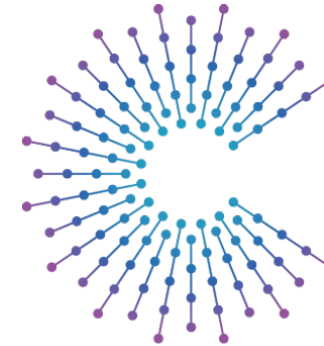
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We're Just Getting Started!

- COVESA Launch – TODAY!
  - New website (COVESA.global)
  - COVESA-branded Wiki (at.projects.COVESA.global)
  - Press release and social media

- All Member Meeting
  - 5-7 October

- 1st COVESA All Member Meeting (In-person)
  - 25-28 April 2022 (Leipzig, Germany)

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Upcoming Events

- Networking Event @ Automotive Tech Week
  - Week of 15 November
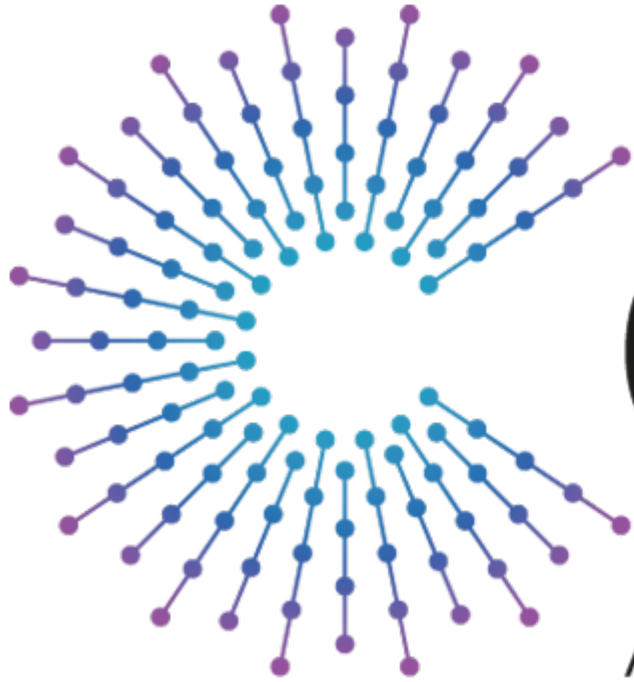 - Suburban Collection Showplace

- Networking Reception & Demonstration Showcase @ CES 2022
  - 5 January at 6-9 pm PDT; Bellagio Hotel

Q&A

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