Welcome to the All Member Meeting
Day 1
Troy Michigan
10 October 2023
Thank you to our sponsors
New Members

OEMs

First Tiers

OSV, Middleware, Hardware & Service Suppliers

- Harmonic Financial Technology
- Starfish GmbH
- Sheeva.ai
- Qalware ODD
- Endava Inc
- COMPREICT GmbH
COVES A 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
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 often 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.
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
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
from “Techie”  to “Becky”
• Let’s take a look at Becky today
• Becky
• Becky
Becky

Charger?
Becky

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

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