

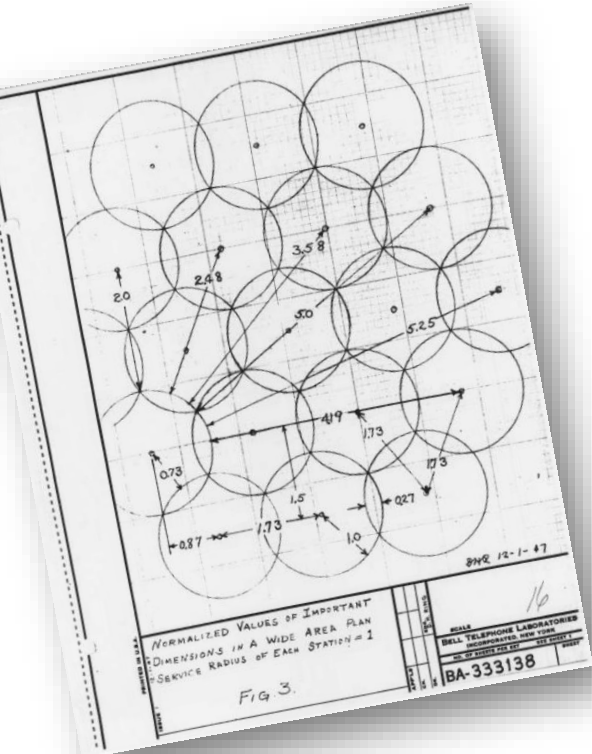
Adapting established apps into the car with MirrorLink

Mariusz Lasek

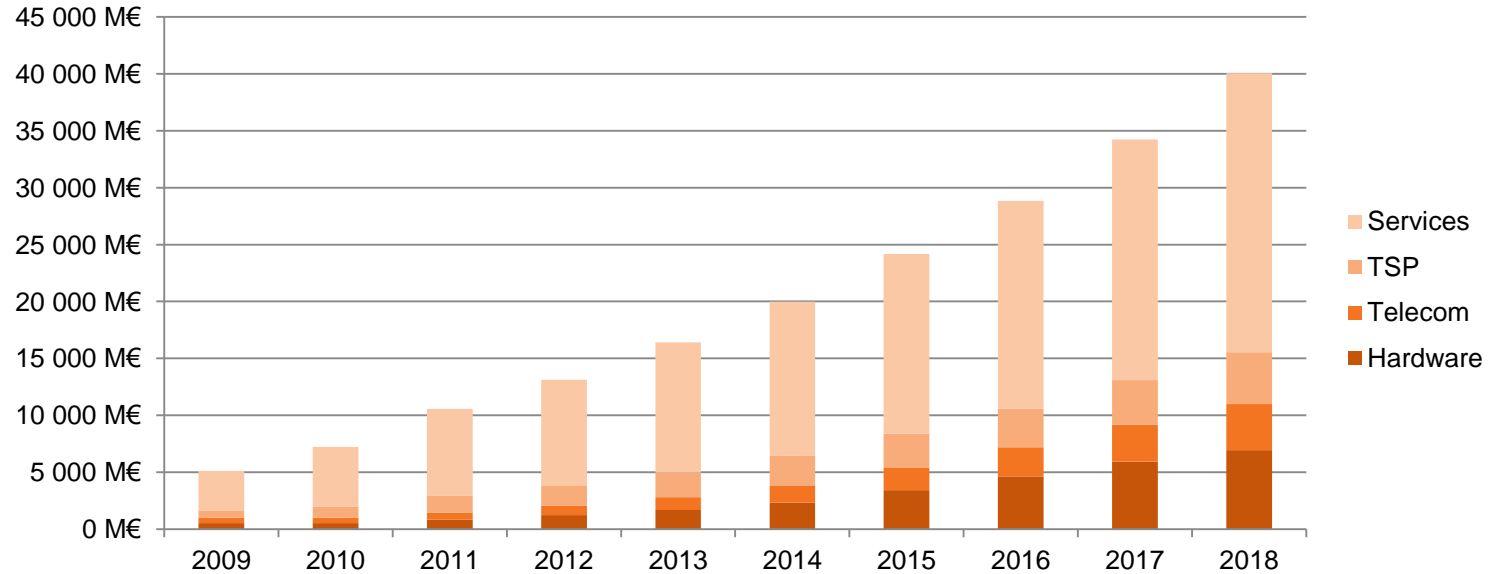
Comarch – Cloud, Connectivity & Mobility Business Unit, Telco Sector

MWC, Barcelona, 2014.02.25

Mobile Phones – The Dream Of Mobile Communication

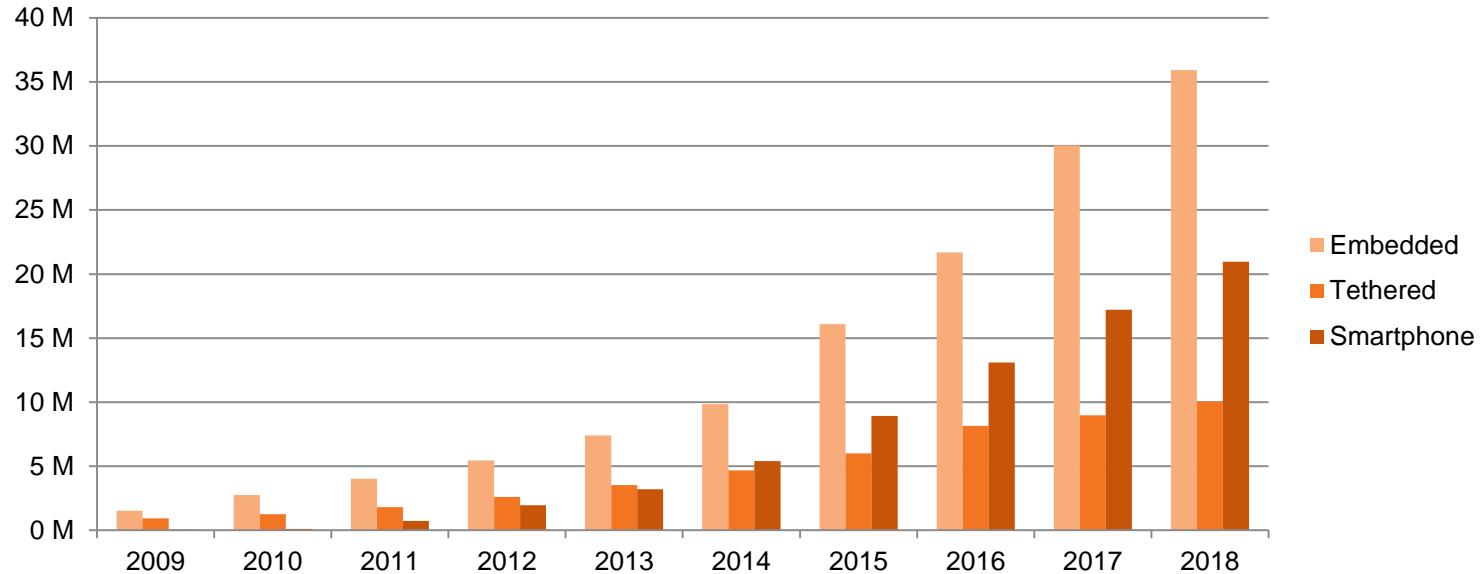


Revenue opportunity



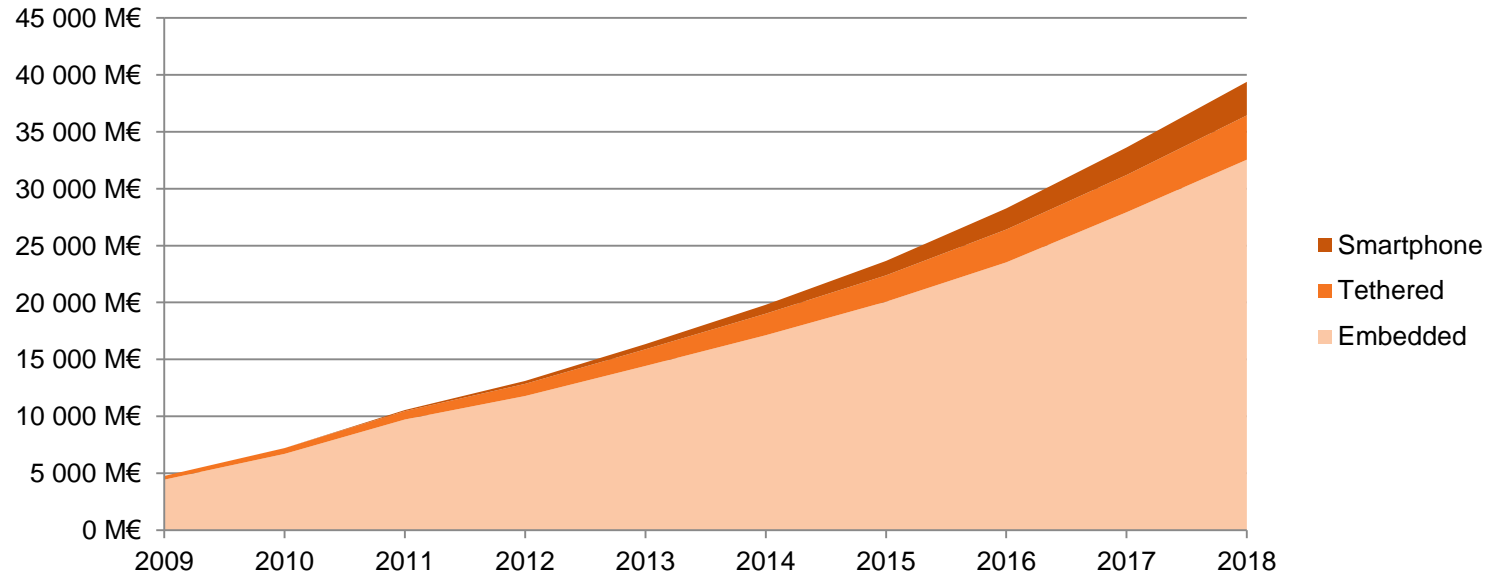
Source: ©GSMA Connected Living programme: mAutomotive, Connected Car Forecast, May 2013 v1

Annual unit sales



Source: ©GSMA Connected Living programme: mAutomotive, Connected Car Forecast, May 2013 v1

Annual revenue



Source: ©GSMA Connected Living programme: mAutomotive, Connected Car Forecast, May 2013 v1

Telecoms

- Strong in the local context
 - Sales channels & customer service
 - Local regulations & norms
 - Payment (adjusted to service and margin)
- Digital Services introduction
 - To increase the ARPU based on the current customer base
 - In cooperation with (local) 3rd party service providers
 - Aggregation of small providers



Service – Context is the key

- Local context
 - Regulations, data storage location, spot, distance, ...
- Personal context
 - Who, gender, age, occupation, ...
 - Calendar, friends, habits, ...
- Car context
 - Fuel consumption, speed, temperature, sensors, ...
- Opportunity
 - When is the proper time to wash your car?
 - Who can provide the service right here, right now?

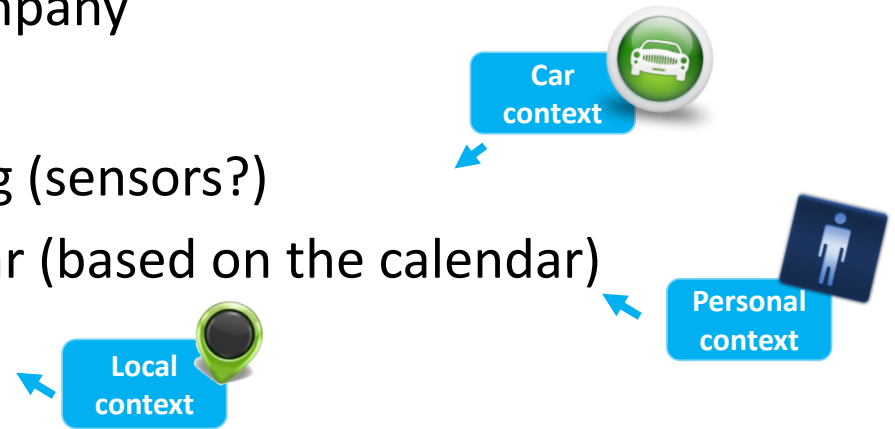


Use Case – Car Insurance

- Short term car insurance
 - Additional protection for a short period
 - Insurance for another country
- Kilometer based charging
- Insurance against dangerous accidents
 - For actual number of people in the car
- Contextual assistance
- Better offer through operator
- Convenient way of payment

Use Case – Car Wash Service

- Aggregation of car small wash companies
 - To cover the whole country
 - Order the service not the company
- Contextual features
 - When your car needs washing (sensors?)
 - When you do not need the car (based on the calendar)
 - In the place where you are
- Payment and provisioning
 - Based on the Telecom's platform



Summary

- MirrorLink enables context enrichment
- Telecoms provide platform enabling new business models
- Comarch's role?
 - Digital Service Management for Telecoms
 - MirrorLink application development & support services

Thank you

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