

Smart Phone Digital Key

From Car Connectivity Consortium®



Digital Key is the Next Big Thing in the Connected Car World

Digital Key for automotive is a revolutionary, new solution for the connected car world. Several automakers and handset vendors have already developed proprietary Digital Key solutions, but without coordination the market will be fragmented, and consumer experience will suffer. The Car Connectivity Consortium (CCC) plays an enabling role by bringing together automakers and smart device manufacturers to develop an interoperable Digital Key solution for the automotive industry.

Major Benefits

- **Car OEM** – Achieve security, ease of use, and end-user data collection
- **Device Vendors** – Enable integrated solutions for smart home and transportation applications
- **Rental Companies** – Expand privacy and flexibility, efficiently manage rentals, create new business models
- **Car Sharing** – Securely transfer keys, streamline vehicle management, drive new opportunities
- **Fleet Management** – Optimize fleet management through smart device-based Digital Key solutions

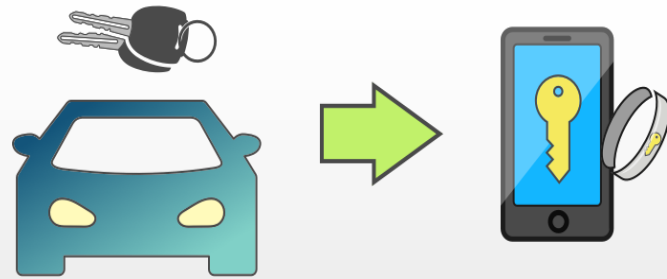


The guiding principle for using smart devices as car keys is the convenience and ease of use for the consumer.

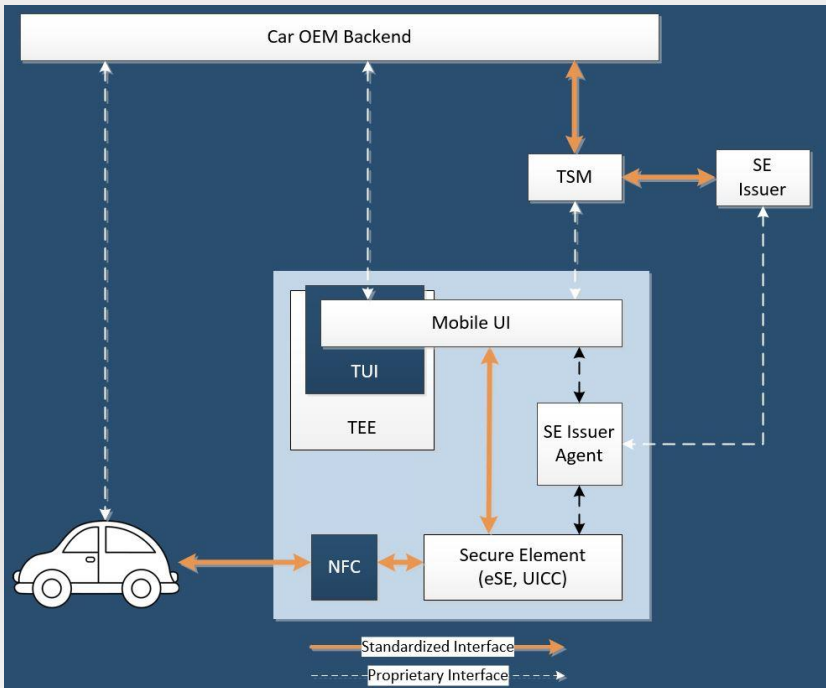
The Digital Key standardization effort by CCC is based on existing technologies including GlobalPlatform, GSMA, and NFC. The CCC will support future standards when they become available. The CCC intends to coordinate and collaborate with other standardization organizations to create a lean, scalable solution based on established criteria.

Digital Key Standards Deliver Enormous Opportunities

The advanced architecture developed by CCC enables multi-layer security, flexibility, scalability, phased implementation, interoperability, and robustness.



Our partners include leading car OEMs, smart device vendors, security companies, rental companies, and more. We welcome other automotive and smart device ecosystem partners to join our effort.



For further details about Digital Key and CCC and to download our technical whitepapers, please go to www.carconnectivity.org.

CCC Charter Member Companies



VNC AUTOMOTIVE



About the Car Connectivity Consortium (CCC)

The CCC is dedicated to cross-industry collaboration in developing global standards and solutions for smart device and in-vehicle connectivity.

The organization's 80-plus members represent more than 70 percent of the world's auto market, more than 60 percent of the global smart device market and a who's who of aftermarket consumer electronics vendors. For further information, visit www.carconnectivity.org.